



**INTERNATIONAL CENTRE FOR APPLIED SCIENCES**  
**(MAHE, MANIPAL)**  
**I SEMESTER B.Sc. (Applied Sciences) in Engg.**  
**End – Semester Theory Examinations – Jan./ Feb. 2022**  
**SUBJECT: A COURSE ON PSYCHOLOGY FOR ENGINEERS (IHS 111)**  
**(Branch: Common to all)**

Time: 3 Hours

Date: 09 February 2022

Max. Marks: 50

- ✓ Answer All questions.
- ✓ Missing data, if any, may be suitably assumed.
- ✓ Draw neat sketches wherever necessary.

- Q1. Explain Classical conditioning with examples. (10)
- Q2. Write very short answer on: (10)
- (A) Big factor theory of Personality  
 (B) Monocular cues
- Q 3A. What is Maslow's theory of motivation? Discuss the Needs hierarchy as per Abraham Maslow. (5)
- Q 3B. Write a short notes on Personality assessment. (5)
- Q4. (i) With the help of a diagram, list the elements under each of the five Ps' of Marketing Mix. (10)
- (ii) What is 'Market Segmentation'? In how many methods one can segment the market? List them.
- (iii) Mention the Marketing Strategies adopted by any company at its three levels of management.
- (iv) How differently a company develops its Marketing Strategy during a special occasion such as *Diwali* by combining elements of 'Marketing Mix' and 'Market Segmentation'? Describe briefly.
- (v) How two similar footwear companies such as Bata and Woodland compete in market through their marketing strategies? Describe the answer (briefly) in terms of elements of Marketing Mix.
- Q5. XYZ College of Engineering is one of the affiliated institutes of the University ABC (Deemed to be a University). (10)

Teaching/Learning and Assessing/Evaluating are a few important activities for any Engineering College. These activities by its nature, very large (represented as programmes in management literature) and having so many sub activities (represented as projects in management literature) in it. These activities are performed throughout the academic year with utmost care by managerial and

non-managerial employees. Reputation of an institution in a way depends on how well these activities are conducted.

XYZ College of Engineering has completed the conduction of classes and internal examinations in online mode by November 2020. It has decided to call 3<sup>rd</sup> and 4<sup>th</sup> year students one after the other to campus and conduct the university examinations in offline mode as the severity of COVID-19 pandemic was very low. However, the college has given both the options of writing examinations in offline and online modes to its students. About 30 percent of the students have registered to write the examinations in offline mode as they were in campus right from the beginning of that semester and the remaining 70 percent students have registered to write the examinations in online mode. A few students staying in the campus have also opted the online mode.

College authorities have instructed their students (both offline and online opted ones) to attend the examinations through MS Teams (Microsoft Teams) in Proctored Mode as students of XYZ college were accustomed to MS Teams from their first year.

- (1) College created ample facilities in the campus and asked their students, employees and employee family members to undergo RTPCR test compulsorily 20 days before the commencement of examinations. One dose of vaccination is done compulsorily to all the people. College utilized the services of hostel wardens as well as the selected volunteers from teaching and non-teaching staff in conducting this activity.
- (2) People tested positive have been isolated in a separate block and the required medical facilities have been provided free of cost.
- (3) Strict measures were taken in the campus to ensure the people of XYZ college do not catch the COVID 19 and the examinations are conducted in the safest and transparent manner.
- (4) All the faculty members have been trained again in invigilating the students writing the exam using MS Teams.
- (5) All the employees were given gloves, face shields, hand sanitizers and ensured the usage of same through strict measures.
- (6) Tables and chairs were rearranged by maintaining a minimum of 2 meters' physical distance between the chairs in the examination halls.
- (7) Points to plug the laptop power cables (with uninterrupted power supply) and internet cables (with high speed and low latency internet) for each table have been created in the examination halls.

- (8) Respective department head is asked to calculate the number of physical class rooms required to accommodate the offline opted students and the number of virtual class rooms (each virtual class room can accommodate twelve students comfortably when they switch on the camera in laptop while writing exam) to accommodate both offline and online opted students.
- (9) Virtual class rooms (each virtual room is referred as a virtual team) with separate ids' and passwords have been created with the help of experts in information technology (IT). The respective virtual room id has been informed to the students well in advance and are asked to join their virtual team for writing the exam.
- (10) Students have been instructed (a) to wear mask and face shield while entering the examination building as well writing the exam in offline mode (b) to keep their laptops with full charge (c) to make arrangements for uninterrupted power supply and internet while writing the exam (d) to keep both laptop video camera and audio on while writing the exam (d) no student is allowed to rejoin their respective virtual team once they get disconnected for whatever the reason.
- (11) Persons (both students and employees) with COVID-19 symptoms have been identified and stopped entering the examination building by making thermal screening (arrangements were made at the main entrance of the examination building) compulsory.

To become successful in this agenda efficiently, college authorities instructed the security people to keep the main entrance open and at the same time keep other small entrances closed.

Hand sanitizers were kept at the main entrance of the examination building. Sanitization of hands was not made compulsory as students were asked to carry their own hand sanitizers.

- (12) XYZ college has ensured finally that the exams were conducted with highest sanctity and their evaluations reflect the academic integrity.

Questions to be answered:

Discuss (A) the managerial plans administered in the above case by quoting the lines from the description briefly (B) the managerial functions being performed by quoting the lines from the description briefly.

