

# Question Paper

Exam Date & Time: 29-Dec-2022 (09:30 AM - 12:30 PM)



## MANIPAL ACADEMY OF HIGHER EDUCATION

### INTERNATIONAL CENTRE FOR APPLIED SCIENCES END SEMESTER THEORY EXAMINATION - DECEMBER 2022 I SEMESTER B.Sc.(Applied Sciences) in Engg.

#### A COURSE ON PSYCHOLOGY FOR ENGINEERS [IHS 111]

**Marks: 50**

**Duration: 180 mins.**

**Answer all the questions.**

- 1) Briefly explain Classical Conditioning. (10)
- 2) Discuss Freud's psychosexual development stages. (10)
- 3) What is Id, Ego and Super Ego. (5)
  - A)
  - B) Write short answers on: (5)
    - (i) Medicine Psychology
    - (ii) Environmental Psychology
    - (iii) Social Psychology
    - (iv) Personnel Psychology
    - (v) Clinical Psychology
- 4) Compare and contrast Maslow's Needs hierarchy and 2-factors proposed by Herzberg. How do you motivate your subordinates using both of them? (10)
- 5) Industries develop their marketing strategies by combining Market Segmentation and Marketing Mix. (10)
  - (A) Explain briefly (i) Market Segmentation (ii) Marketing Mix
  - (B) Answer:
    - Case 1. Marketing strategies at 3 different levels of management of a company.
    - Case 2. How marketing mix is used differently by two similar companies in developing marketing strategies?
    - Case 3. How does a company use the marketing mix differently while preparing marketing strategies for the festival season such as Diwali when compared to non-festival season?

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