

Question Paper

Exam Date & Time: 18-Jan-2024 (09:30 AM - 12:30 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

INTERNATIONAL CENTRE FOR APPLIED SCIENCES END SEMESTER THEORY EXAMINATIONS NOVEMBER/DECEMBER 2023 I SEMESTER B.Sc.(APPLIED SCIENCES) IN ENGG.

A COURSE ON PSYCHOLOGY FOR ENGINEERS [IHS 111 - S2]

Marks: 50

Duration: 180 mins.

Answer all the questions.

Missing data, if any, may be suitably assumed

- 1) Define Learning. Explain the process involved in Observational learning. (10)
- 2) Write a very short answer on: Any two theories of Intelligence (5)
 - A)
 - B) Write a very short answer on: Trait Approach to Personality (5)
- 3) Write a very short answer on Monocular cues. (5)
 - A)
 - B) Write short answers on: (i) Medicine Psychology (ii) Environmental Psychology (iii) Social Psychology (iv) Personnel Psychology (v) Clinical Psychology (5)
- 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)

Explain briefly (i) Market Segmentation (ii) Marketing Mix

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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