

Question Paper

Exam Date & Time: 07-Dec-2023 (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]

Marks: 50

Duration: 180 mins.

Answer all the questions.

Missing data, if any, may be suitably assumed.

- 1) Write very short answer on: Principles of Perceptual Organization. (5)
 - A)
 - B) Write very short answer on: Scope of Psychology (5)
- 2) Explain schedules of reinforcement with examples. (10)
- 3) Write very short answer on Intelligence assessment. (5)
 - A)
 - B) Briefly explain the sub-fields of Industrial Psychology (5)
- 4) (a) Rajeev is a middle lever manager. He keeps all his subordinates under a lot of discipline. His employees however complain of wastage of time and efforts as they feel that nothing is being assigned in a proper way and a proper place, also no proper schedule is made for working. (10)

Define the principle of management being violated here. Explain briefly by citing the sentence from given case.

(b) Pakka employment is a company which takes care of the fact that the confidence of the employees should always be at its peak. For this reason, they give surety to their employees for employment for a minimum fixed tenure of time.

Define the principle of management being followed here. Explain briefly by citing the sentence from given case.

(c) The plant superintendent of a company is very sad. When he was on

leave he was expecting his subordinates to take the remaining work to the finish. However, he finds a new way of dealing with this problem. He develops a system of suggestion building from the side of workers. For this, a suggestion/complaint box is kept where the workers can drop their advice and hence take steps from their side.

Define the principle of management being implemented here off late by the plant superintendent. Explain briefly by citing the sentence from given case.

(d) Ramesh is the owner of a printing press. The size of his organisation has increased during the recent past. There are many employees who work in his organisation. The organisation is considered good and has earned a lot of reputation in the market. However, when it comes to making key decisions in the organisation related to many things he never considers the opinions of his subordinates. Even though the size of the organisation has increased yet he tries to take all the key decisions on his own.

One most relevant principle of management is not being followed by Ramesh. Define that principle and explain briefly by citing the sentence from given case.

(e) Enlightened Souls Private Ltd. is a tube light manufacturing company. Before the start of the year they had promised their employees for bonus for extra production. It was also decided that those who will put extra time will be paid extra according to the number of hours. However, people in the HR department who worked very hard later complained that they were not compensated for the extra number of hours that they used to stay in the office.

Define the principle of management being violated here. Explain briefly by citing the sentence from given case

- 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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