

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
SIXTH SEMESTER B.TECH DEGREE EXAMINATION(R&S), MAY 2019

Course Code: AE362

Course Name: INDUSTRIAL PSYCHOLOGY

Max. Marks: 100

Duration: 3 Hours

PART A

Answer any two full questions, each carries 15 marks.

Marks

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|---|--|-----|
| 1 | a) How does industrial psychology help in scientific management? | (9) |
| | b) Mention the goals & its importance in industrial psychology? | (6) |
| 2 | a) Enumerate the scope of Industrial psychology? | (7) |
| | b) What are the major influences of industrial psychology in various managerial areas? | (8) |
| 3 | a) Write short note on Herzberg's theory of motivation? | (5) |
| | b) Define Job Satisfaction & list out the factors affecting job satisfaction? | (5) |
| | c) Explain briefly about Maslow's theory of motivation? | (5) |

PART B

Answer any two full questions, each carries 15 marks.

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| 4 | a) Define job analysis & mention its purposes? | (5) |
| | b) What are the different types of job analysis? | (5) |
| | c) Write short note on various methods of collecting job analysis information? | (5) |
| 5 | a) Differentiate internal & external sources of recruitment? | (5) |
| | b) Differentiate recruitment & selection? | (5) |
| | c) Briefly explain the recruitment procedure with a neat diagram? | (5) |
| 6 | a) What are the criteria for effective targeting? Explain it with positioning & repositioning? | (10) |
| | b) What do you know about the 5 marketing concepts? | (5) |

PART C

Answer any two full questions, each carries 20 marks.

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| 7 | a) Suggest some strategies to prevent industrial accidents? | (10) |
| | b) What are the purchase behaviour & post purchase evaluation concepts of decision making? | (10) |
| 8 | a) How can the decision making be divided into various levels? | (10) |
| | b) What are the decision making views of a consumer? | (10) |
| 9 | a) Define fatigue & explain the different types of fatigue? | (5) |

- b) What are the various steps involved in selection process? (10)
- c) What are the ways to prevent Boredom & fatigue? (5)
