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| **Scheme of Valuation/Answer Key**(Scheme of evaluation (marks in brackets) and answers of problems/key) |
| **APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**SIXTH SEMESTER B.TECH DEGREE EXAMINATION,MAY 2019 |
| **Course Code: AE362** |
| **Course Name: INDUSTRIAL PSYCHOLOGY** |
| Max. Marks: 100 |  | Duration: 3 Hours |
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| **PART A**  |
|  |  | ***Answer any two full questions, each carries 15 marks.*** | Marks |
| 1 | a) | How does industrial psychology help in scientific management? | Explanation (9) |
|  | b) | Mention the goals & its importance in industrial psychology? | Goals (3) Importance (3) |
| 2 | a) | Enumerate the scope of Industrial psychology? | Explanation (7) |
|  | b) | What are the major influences of industrial psychology in various managerial areas? | 4 points (2 marks each) |
| 3 | a) | Write short note on Herzberg’s theory of motivation? | Explanation (5) |
|  | b) | Define Job Satisfaction & list out the factors affecting job satisfaction? | Job Satisafaction(2) Factors affecting (3) |
|  | c) | Explain briefly about Maslow’s theory of motivation? | Explanation (5) |
| **PART B**  |
| ***Answer any two full questions, each carries 15 marks.*** |
| 4 | a) | Define job analysis & mention its purposes? | Definition (2) Purpose (3) |
|  | b) | What are the different types of job analysis? | 3 types (5) |
|  | c) | Write short note on various methods of collecting job analysis information? | Explanation (5) |
| 5 | a) | Differentiate internal & external sources of recruitment? | Internal source (2.5) External Source (2.5) |
|  | b) | Differentiate recruitment & selection? | Recruitment (2.5) Selection (2.5) |
|  | c) | Briefly explain the recruitment procedure with a neat diagram? | Procedure (3) Diagram (2) |
| 6 | a) | What are the criteria for effective targeting? Explain it with positioning & repositioning? | Targeting (4) Positioning (3) Repositioning (3) |
|  | b) | What do you know about the 5 marketing concepts? | 5 concepts (1 mark each) |
| **PART C** |
| ***Answer any two full questions, each carries 20 marks.*** |
| 7 | a) | Suggest some strategies to prevent industrial accidents? | 5 points (2 mark each) |
|  | b) | What are the purchase behaviour & post purchase evaluation concepts of decision making? | Purchase behaviour (5) Post purchase behaviour (5) |
| 8 | a) | How can the decision making be divided into various levels?  | Explanation (10) |
|  | b) | What are the decision making views of a consumer? | Explanation (10) |
| 9 | a) | Define fatigue & explain the different types of fatigue? | Definition (2) Types (3) |
|  | b) | What are the various steps involved in selection process? | Stepwise explanation (10) |
|  | c) | What are the ways to prevent Boredom & fatigue? | 5 points (1 mark each) |
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