

Register No.: Name.:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

FOURTH SEMESTER MBA DEGREE EXAMINATION (R), MAY 2023

(2021 Scheme)

Course Code: 21MBA220

Course Name: Industrial Psychology

Max. Marks: 60

Duration: 3 Hours

PART A

(Answer all questions. Each question carries 2 marks)

1. Enumerate the term Job Analysis.
2. Compare Recruitment with Selection.
3. Define Motivation.
4. Contrast the term Team and Group.
5. List various sources of power.

PART B

(Answer any 3 questions. Each question carries 10 marks)

6. Analyze the recent trends in Industrial Psychology with suitable examples.
7. Elaborate the methods and process of performance analysis.
8. Analyze the Employee Engagement practices with suitable examples.
9. Breakdown the various sources of stress and suggest suitable measures to overcome work stress.
10. Examine the different styles of leadership in detail with suitable examples.

PART C

(Compulsory question, the question carries 20 marks)

11. Ever since Amazon went online in 1995, the e-commerce juggernaut has undergone a slew of changes — despite being led by the same man, Jeff Bezos, during the ensuing two-plus decades. When the Seattle-based company first launched its website, all it sold was books. Gradually, Bezos and his team expanded Amazon's offerings to include things like CDs and DVDs. But Amazon never really stopped changing the inventory it sold.

Bezos said he wanted his store to become the world's largest, so he worked hard toward meeting that goal — whether that meant offering new products, launching Amazon Prime, launching Amazon Instant Video the list goes on and as on Today, Amazon sells more than 200 million products to customers all over the world. Though for years, Amazon's detractors insisted that the company wasn't making enough profits to justify any investments, that all changed in 2015 when the company posted back-to-back successful quarters.

The market responded kindly, and today, Amazon boasts a market valuation of more than \$440 billion. But Bezos isn't anywhere close to done yet. There are talks of Amazon delivering packages via drone. And if that wasn't enough, Bezos recently said he hopes Amazon can produce as many as 16 feature films each year. In 2017, Bezos & his team took home three Oscars. Indeed, it appears as though Amazon is a company that can be characterized as changing constantly. To date, they've been successful, probably because the company is always putting its customers first.

- a) Identify the forces operated to have such amazing changes in the company? Marks (10)
- b) What are the factors according to you, lead to the successful implementation of the changes? Marks (10)
