

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
SIXTH SEMESTER B.TECH DEGREE EXAMINATION(S), DECEMBER 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) What are the major fields of industrial psychology? | (7) |
| | b) What is job satisfaction? What are the positive consequences of job satisfaction? | (8) |
| 2 | a) Describe the history of industrial psychology and different phases of its emergence? | (8) |
| | b) Evaluate the scope of Maslow's and Herzberg's principles of motivation in a production industry? | (7) |
| 3 | a) Explain about different types of motivation and relevance of each type? | (8) |
| | b) Write short notes about the relevance of Organizational Psychology? | (7) |

PART B

Answer any two full questions, each carries 15 marks.

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| 4 | a) Define the term 'job analysis'? What are the needs for job analysis? | (12) |
| | b) Write short notes on 'Consumer Psychology'? | (3) |
| 5 | a) What is targeting ? Explain targeting with an example of marketing a car. | (8) |
| | b) What is positioning and repositioning? | (2) |
| | c) What is consumption specific market segmentation? Explain briefly with an example. | (5) |
| 6 | a) Explain different steps / phases of job analysis? | (8) |
| | b) Analyse the prospects of 'Consumer Psychology'? | (7) |

PART C

Answer any two full questions, each carries 20 marks.

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| 7 | a) Closely analyse the process of 'consumer decision making'? | (10) |
| | b) In what way knowledge in psychology can help engineering practice? | (10) |
| 8 | a) Write an essay on various views about consumer decision making? | (10) |
| | b) In what way industrial psychology is helpful to prevent accidents in industries? | (10) |

- 9 a) Identify different aspects which are influential on consumer decision making'? (10)
- b) What are the major causes of fatigue, boredom and accidents in industries? In (10)
what way knowledge in industrial psychology is helpful to prevent them?
