

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

Sixth Semester B.Tech Degree Regular and Supplementary Examination July 2021

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

- 1 a) Define industrial psychology and explain the historical development of industrial psychology. (7)
- b) What do you mean by job satisfaction? What are the factors affecting Job Satisfaction? Also mention the consequences of job satisfaction. (8)
- 2 a) What are the role and principles of scientific management in industry? Explain time and motion studies related to SM. (8)
- b) Explain in detail Maslow's hierarchical pyramid. (5)
- c) List out the extrinsic factors affecting job satisfaction. (2)
- 3 a) What is the scope of industrial psychology? (5)
- b) What is motivation? Explain the theories related to motivation in detail. (7)
- c) What is meant by ergonomics? (3)

PART B*Answer any two full questions, each carries 15 marks.*

- 4 a) Distinguish job description and job specification (4)
- b) Explain in detail the various methods of collecting job analysis information. (8)
- c) What is meant by consumer psychology (3)
- 5 a) Explain consumer rooted market segmentation in detail. (8)
- b) What is meant by job design? (3)
- c) What is targeting? Explain the criteria for effective targeting (4)
- 6 a) Write notes on employee referrals. (3)
- b) Explain the selection process in detail with neat block diagram (8)
- c) What do you know about various marketing concepts? (4)

PART C

Answer any two full questions, each carries 20 marks.

- 7 a) Write notes on economic view and cognitive view related to consumer decision making. (4)
- b) What are the major causes of boredom and accidents in industries? Explain the methods to overcome these factors in a workplace. (8)
- c) With a block diagram explain in detail the model of a decision making process. (8)
- 8 a) What are the environmental factors affecting the performance of work force in an industry and explain how these factors influence them. (6)
- b) Explain the different types of validity of recruitment tests. (6)
- c) How do you evaluate the alternatives of a product in decision making process? (8)
- 9 a) What are the different levels of a consumer decision making? (6)
- b) What are the pre purchase behaviour and post purchase evaluation concepts of decision making? (6)
- c) Define fatigue and explain different types of fatigue. (8)
