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Subject Code:- ACSBS0516

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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

B.Tech.

SEM: V - THEORY EXAMINATION (2022 - 2023)

Subject: Industrial Psychology

Time: 3 Hours

Max. Marks: 100

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.
2. Maximum marks for each question are indicated on right -hand side of each question.
3. Illustrate your answers with neat sketches wherever necessary.
4. Assume suitable data if necessary.
5. Preferably, write the answers in sequential order.
6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION A

20

1. Attempt all parts:-

1-a. \_\_\_\_\_ is recognized as the 'Father of the Human Relations School'. (CO1)

1

- (a) Henri Fayol
- (b) Max Weber
- (c) Elton Mayo
- (d) None of the above

1-b. Frank and Lilian Gilbreth are known for their contribution to \_\_\_\_\_. (CO1)

1

- (a) Work Study
- (b) Time and Motion Study
- (c) Scientific Management
- (d) None of the above

1-c. Identify the needs proposed by Mc Clelland. (CO2)

1

- (a) Need for Achievement
- (b) Need for Affiliation
- (c) Need for Power

- (d) All of the above
- 1-d. The financial incentives generally used in organisations are \_\_\_\_\_. (CO2) 1
- (a) Bonus
  - (b) Flexi timings
  - (c) Extra leaves
  - (d) All of the above
- 1-e. Safety in a workshop can be classified as \_\_\_\_\_. (CO3) 1
- (a) General safety
  - (b) Personal safety
  - (c) Machine safety
  - (d) All of these
- 1-f. The primary objective of recruitment is \_\_\_\_\_. (CO3) 1
- (a) Make sure that there is match between cost and benefit
  - (b) Help increase the success rate of the selection process by reducing the number of visibly underqualified or over qualified job applicants.
  - (c) Help the firm earn more profit
  - (d) None of the above
- 1-g. Identify the correct statement about 'Development' from the following \_\_\_\_\_. (CO4) 1
- (a) It is a process of learning
  - (b) Its main aim is overall growth
  - (c) It is a career centered process.
  - (d) All of the above
- 1-h. Workers' acceptance of change is characteristic of which type of culture. (CO4) 1
- (a) Team culture
  - (b) Collaborative culture
  - (c) Group culture
  - (d) Collective culture
- 1-i. The main reason for the existence of an organisation is called \_\_\_\_\_. (CO5) 1
- (a) The vision of an organisation
  - (b) The mission of an organisation
  - (c) The objectives of an organisation



(d) The Chief Executive Officer (CEO) of an organisation

1-j. \_\_\_\_\_ is the process of ensuring that actual results are in accordance with planned results. (CO5) 1

(a) Controlling

(b) Coordinating

(c) Planning

(d) None of the above

2. Attempt all parts:-

2.a. Define Industrial psychology. (CO1)

2

2.b. Give three reasons for formation of informal groups. (CO2)

2

2.c. Define Job analysis. (CO3)

2

2.d. Write down the first step of Training needs assessment. (CO4)

2

2.e. State the skills required to be an effective manager. (CO5)

2

#### SECTION B

30

3. Answer any five of the following:-

3-a. State the principles of management proposed by Henri Fayol. (CO1)

6

3-b. Enumerate the main features of Classical Theory of organizations. (CO1)

6

3-c. State the contribution of Human relations approach to industrial psychology. (CO2)

6

3-d. Explain the Herzberg's two factor theory of motivation in detail. (CO2)

6

3.e. List the modern sources and processes in recruitment. (CO3)

6

3.f. Discuss the concept of MBO along with its benefits. (CO4)

6

3.g. Define the steps in the process of Bench Marking. (CO5)

6

#### SECTION C

50

4. Answer any one of the following:-

4-a. Bring out the applications of Industrial psychology in industry along with examples. (CO1)

10

4-b. Mention the aims and principles of Taylor's Scientific Management. (CO1)

10

5. Answer any one of the following:-

5-a. Examine the theory of motivation proposed by Maslow and state the ways in which this theory can help managers in motivating the employees. (CO2)

10

5-b. Explain the term Job satisfaction. As per Porter and Lawler model, describe how intrinsic and extrinsic rewards lead to job satisfaction. (CO2)

10

6. Answer any one of the following:-

- 6-a. Explain the concerns of Management towards Safety. Also define the relevance of Safety with respect to Quality and Productivity. (CO3) 10
- 6-b. Explain 'On-the-job' and 'Off-the-job' training techniques. (CO3) 10

7. Answer any one of the following:-

- 7-a. Describe Organisational Culture. State its elements and discuss how organisational culture can be created and sustained. (CO4) 10
- 7-b. Discuss organisational change, its nature and importance in an organization. (CO4) 10

8. Answer any one of the following:-

- 8-a. Explain the meaning and nature of the term management. Describe various challenges before managers. (CO5) 10
- 8-b. Define decision-making and explain the process of decision-making that affects the efficiency of the business decisions. (CO5) 10