

Roll No.

Total No. of Pages : 02

Total No. of Questions : 15

**MBA (2015 to 2017) (Sem.-3)**  
**INDUSTRIAL PSYCHOLOGY**  
Subject Code : MBA-963  
M.Code : 70756

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying EIGHT marks.

**SECTION-A**

**Write briefly :**

1. Write the scope of industrial psychology.
2. What is the role of heredity on behaviour?
3. What do you understand by the validity of a test?
4. Define morale.
5. What is the significance of flexible work schedules?
6. What is job simplification?

**SECTION-B**

**UNIT-I**

7. Explain the nature and problems of industrial psychology.
8. Explain various psychological factors behind individual differences.

**UNIT-II**

9. Discuss various types of psychological tests.
10. Define altitude. Explain the characteristics of attitude.

**UNIT-III**

11. Explain the findings of Hawthorne Experiments.
12. Discuss various measures for improving morale of employees.

**UNIT-IV**

13. Discuss various types of motivation. What can managers do to motivate employees?
14. How do physical working conditions affect employees? Explain.

**SECTION-C****15. Case Study :**

Raman is the Sale Manager of a reputed Corporation. He has 25 employees in his Department and all are paid commission for their sales in the territories. For the past three years, the market for the company's goods has been steadily growing and the majority of Raman's staff have met this growth with increased Sales. However, one employee in particular, Krishanan has not kept up with the pace. Krishanan has been with this Corporation for over 20 years and is now 56 years old. Krishanan is a friendly man and is well liked by his peers and those to whom he sells the company's products on a regular basis. The company has always considered Krishnan dependable and loyal. Through the years Krishnan has been counted as an asset to the company, but at the age of 56 he has gone into a state of semi-retirement. Krishnan's sales have not increased as the others have and he does not have the determination to acquire a significant increase in sales.

Raman wishes to change this situation. He wants to motivate Krishnan into increasing his sales to match that of his younger peers. To accomplish this, Krishnan must begin to do more than put in his time, but Raman is not sure how to go about trying to motivate him. Unlike the majority of the new employees Krishnan is an old man, who within years will reach the age of retirement.

***Question :***

1. Identify main problems in the case.
2. Suggest ways and means to solve the problems in the above case.

**NOTE : Disclosure of identity by writing mobile number or making passing request on any page of Answer sheet will lead to UMC case against the Student.**