2007 PUNJAB TECHNICAL UNIVERSITY M.B.A

M.B.A. (SEMESTER – 3TH / 4TH) ADVANCED INDUSTRIAL PSYCHOLOGY

Time : 03 Hours Maximum Marks : 75

Instruction to Candidates:

Section - A is compulsory.
Attempt any Nine questions from Section - B.

Section - A Q1) (15 x 2 = 30)

a) What is an achievement test?b) Define job specification.c) Mention two factors that influence an individual during the development

c) Mention two factors that influence an individual during the development of attitude.

d) Give two measures of improving morale.

e) What is the impact of work stress?

f) Mention two characteristics of attitude.

g) How noise affects the work environment?

h) What is an assembly line?

i) What do we mean by participative management?

j) Define industrial psychology.k) Explain the importance of job design.l) Name some psychological tests used in industry.

m) Define monotony.n) Name some types of individual differences.o) Explain the illumination in work environment..

Section - B (9 x 5 = 45)

Q2) How variables like valence, expectancy and force contribute to work motivation?

Q3) How do you measure the impact of fatigue on individual performance?

Q4) What role environment plays in the development of individual differences?

Q5) Explain in brief the nature and scope of industrial psychology in the context of Indian industrial environment.

Q6) Elaborate on economic and social foundations of industrial psychology.

Q7) Discuss the main characteristics and utility of psychological tests in industries.

Q8) How would you develop attitudes of your employees in your organization?

Q9) Define morale. Discuss the measures to improve the morale of employees.

Q10) What are the various methods of measuring reliability?

Q11) Discuss the main utility of management by objectives.

Q12) Explain the need hierarchy theory given by Maslow.

Q13) Explain the methods to measure the level of motivation among employees.