**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU-27**

**B.A. PSYCHOLOGY–VI SEMESTER**

**SEMESTER EXAMINATION: APRIL 2023**

**(Examination conducted in May 2023)**

**PY6218 – INDUSTRIAL PSYCHOLOGY**

**(For current batch students only)**

**Time: 2 ½ Hours Max Marks: 70**

**This paper contains TWO printed pages and THREE parts**

**Part – A**

**Answer ALL the following questions: (10x2=20)**

1. According to Herzberg, which of the following is a maintenance factor?
   1. Salary
   2. Nature of work
   3. Responsibility
   4. Recognition
2. Which of the following factors the Hawthorne studies emphasis on
   1. Human factors
   2. Employee attitude
   3. The workers social situations
   4. All the above
3. What is in-basket technique?
4. List any four types of interviews.
5. Define training.
6. What is transactional leadership style?
7. Define job simplification.
8. What do you mean by product image?
9. Define organizational change.
10. What is neuromarketing?

**Part -B**

**Answer any FOUR of the following questions: (4x5=20)**

1. Write a short note on principles of Time & Motion Studies
2. Discuss the ethical behavioural traits of employee?
3. Write a short note on vestibule training.
4. Name and explain any two skills needed for team building?
5. How to change employee attitude in an organization?
6. Explain the scope of consumer psychology.

**Part – C**

**Answer any THREE of the following questions: (3x10=30)**

1. Explain the fundamental concepts that effect organizations
2. Enumerate various off-the job training methods
3. Elucidate various types of resistance to organizational change.
4. Discuss in detail any three types of advertising appeals used in advertisement.
5. Explain the process of team building.