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

Registration Number:

Date & Session

**B.A– VI SEMESTER**

**SEMESTER EXAMINATION: APRIL 2024**

**(Examination conducted in May /June 2024)**

**PY 6223 INDUSTRIAL PSYCHOLOGY**

**(For current batch students only)**

**Time: 2 Hours Max Marks: 60**

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

**PART- A**

**Answer all of the following questions: 10X2=20**

1. Define industrial psychology.
2. Mention the goals of organizational behavior.
3. Differentiate between on-the-job and off-the-job training.
4. What does a job description include?
   1. Duties and responsibilities
   2. Qualifications and experience
   3. Compensation details
   4. All of the above
5. How would you define pygmalion effect?
6. Mention any two benefits of organization development.
7. Which of the following are the two extremes of attitude in workplace?
   1. Favorable and unfavorable
   2. Optimistic and pessimistic
   3. Individual and group
   4. Satisfied and dissatisfied
8. Does lighting affect productivity of employee at work place? If yes, give a reason for the same.
9. Mention any two scope of consumer psychology.
10. What is brand placement?

**PART- B**

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

1. Delineate the importance of workplace ethics.
2. Explain impression management during interview.
3. Explain different leadership styles with an example each.
4. Briefly describe changing employee attitude.
5. Write about brand loyalty and brand placement in the context of consumer psychology.
6. What is neuromarketing? Explain how it is applied in consumer behaviour.

**PART- C**

**Answer any TWO of the following questions 2X10=20**

1. Illustrate the principals of time and motion study with advantages and disadvantages.
2. Explain the formation of attitude and its negative consequence in the workplace.
3. Explain the process of implementing change in an organization in detail.
4. Compare and contrast the motivation models of Maslow, Herzberg and Alderfer.

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