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Total No. of Pages : 02

Total No. of Questions : 15

MBA (2012 & Onward) (Sem.-3)

INDUSTRIAL PSYCHOLOGY

Subject Code : MBA-963

Paper ID : [C1182]

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. **SECTIONS-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

1. Write the nature of industrial psychology.
2. What is the use of reliability tests?
3. Differentiate between motivation and morale.
4. Define attitude.
5. What is the significance of job redesign?
6. What are social issues at work place?

SECTION-B

UNIT-I

7. Discuss the history of industrial and organisational psychology in brief.
8. Explain various individual differences affecting employee behaviour.

UNIT-II

9. Discuss the utility of psychological testing. How will you determine validity of a test?
10. Explain the methods of measuring attitude.

UNIT-III

11. Explain the implications of Hawthorne Experiments.
12. Discuss the factors affecting morale of employees.

UNIT-IV

13. Explain various characteristics of work place affecting psychology of employees.
14. What are the harmful effects of boredom and monotony?

SECTION-C

15. Case Study :

Mr. Ashok is the Chief Executive of a medium-sized pharmaceutical firm in Calcutta. He holds a Ph.D. in Pharmacy. However, he has not been involved in research and development of new products for two decades. Though turnover is not a problem for the company, Mr. Ashok and his senior colleagues noticed that the workers on hourly basis are not working upto their full potential. It is a well-known fact that they filled their days with unnecessary and unproductive activities and worked only for the sake of a pay cheque. In the recent past the situation has become quite alarming as the organization began to crumble under the weight of uneconomical effort. The situation demanded immediate managerial attention and prompt rectification measures. Mr. Ashok knew very well that the only way to progress and prosper is to motivate workers to peak performance through various incentive plans.

One fine morning, Mr. Ashok contacted the Personnel Manager and enquired; “what is the problem with the workers on hourly basis? The wage bill shows that we pay them the highest in the industry. Our working conditions are fine. Our fringe benefits are excellent. Still these workers are not motivated. What do they require really?” The Personnel Manager gave the following reply: “I have already informed you a number of times, that money, working conditions and benefits are not enough. Other things are equally important. One of the workers in that group recently gave me a clue as to why more and more workers are joining the bandwagon of non-performers : He felt bad that hard work and efficiency go unnoticed and unrewarded in our organisation. Our promotions and benefit plans are tied to length of service. Even the lazy workers, accordingly, enjoy all the benefits in the organisation which, in fact, according to the workers, should go to only those who work hard. “Mr Ashok then wanted the Personnel Manager to look into the problem more closely and find out a solution to the problems of workers on hourly basis.

Questions :

1. Explain the motivation problem in this case.
2. What would be your response to Ashok’s last statement, if you were the Manager in the Company?