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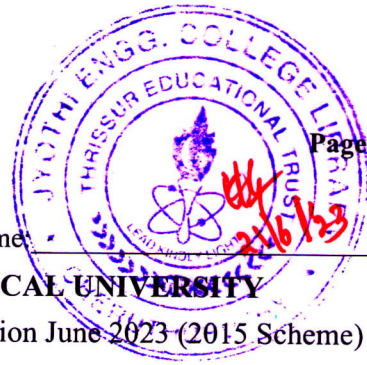
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Pages: 2

Reg No.: \_\_\_\_\_

Name: \_\_\_\_\_

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**  
Eighth Semester B.Tech Degree (S, FE) Examination June 2023 (2015 Scheme)



**Course Code: MP469**

**Course Name: Industrial Psychology and Organizational Behaviour**

Max. Marks: 100

Duration: 3 Hours

**PART A**

*Answer any three full questions, each carries 10 marks.*

		Marks
1	a) Explain major Perspectives of Modern Psychology	5
	b) Is psychology really scientific? Explain.	5
2	a) What are the specialties within Psychology?	6
	b) Explain two aspects of individual Difference	4
3	a) Differentiate between long term memory and short-term memory.	4
	b) Explain basic elements of thought	6
4	a) Reasoning, what are the possible sources of Errors?	5
	b) What are the five strong dimensions of Personality in modern frame work?	5

**PART B**

*Answer any three full questions, each carries 10 marks.*

5	a) Define and explain organizational behaviour	6
	b) Explain organizational behaviour Challenges	4
6	a) What are the functional areas under Organizational behaviour	5
	b) Explain various disciplines that contribute to Organizational behaviour	5
7	a) Explain functions of Communication	6
	b) Differentiate between Lateral communication and grapevine	4
8	a) Explain barriers to effective communication	6
	b) What are the advantages and disadvantages in presentation?	4

**PART C**

*Answer any four full questions, each carries 10 marks.*

9	a) Why motivation is important in organization?	4
	b) List any 6 potential motivators	6
10	a) Differentiate between hygiene factors and motivators	6

- b) Identify common de-motivators and methods to prevent these from attacking morale of individual 4
- 11 a) What is the difference between Leadership & Management? 6
- b) Explain four ways of assessing staff in terms of maturity level 4
- 12 a) Explain Transformational leadership style 4
- b) Differentiate between coaching type and democratic leadership styles 6
- 13 a) Explain Lewin's change model 6
- b) What are the methods to overcoming resistance to organizational change 4
- 14 a) Explain the Strength and Weakness of group decision making 5
- b) Explain organizational structure 5

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