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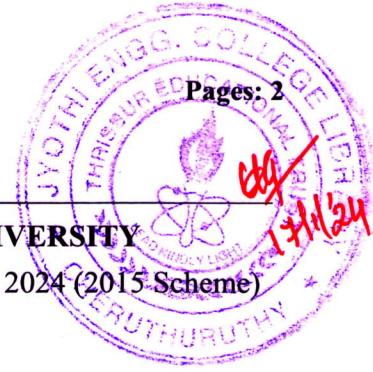
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Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

Eighth Semester B.Tech Degree (S, FE) Examination January 2024 (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) Discuss the area of application of industrial psychology. (10)
- 2 a) Explain the factors affecting individual differences. (5)
b) Evaluate the gender differences in cognitive abilities (5)
- 3 a) Discuss any five basic types of emotions and explore the impact they have on human behaviour. (5)
b) Explain different personality traits (5)
- 4 a) Classify and explain the different types of memory. (10)

PART B

Answer any three full questions, each carries 10 marks.

- 5 a) Prepare a flow chart depicting the OB system. Explain the details at each level. (5)
b) Explain the factors that influence organizational behaviour. (5)
- 6 a) What are the functional areas under Organizational behaviour (5)
b) Explain various disciplines that contribute to Organizational behaviour (5)
- 7 a) Sketch the communication process using a block diagram. Explain each element in communication process. (10)
- 8 a) Describe the different barriers which affect the effective communication process. (5)
b) Explain upward and downward communication with examples. (5)

PART C

Answer any four full questions, each carries 10 marks.

- 9 a) Explain the Maslow's Need Hierarchy theory in detail. Draw necessary diagram to substantiate your answer. (8)
b) Daily exercise is done by Mrs. Matilde to lose weight and by Mr. Evaan Airik to relieve stress. Explain the type of motivation in each case. (2)
- 10 a) Explain hygiene factors and motivators in Herzberg's theory of motivation. (6)

- 11 a) What is the difference between Leadership & Management? (6)
b) Differentiate between coaching type and democratic leadership styles (4)
- 12 a) Explain the functioning of teams and groups within an organization. (5)
b) Explain the Strength and Weakness of group decision making (5)
- 13 a) Explain organizational structure (5)
b) Differentiate between formal and informal group in an organisation. (5)
- 14 a) Describe the types of resistance to change and its implication in an organisation (10)
