

398' Bawkishuabh Boad' Barasar Kolkaja Masi Bengal-100,155

BRAINWARE UNIVERSITY

Term End Examination 2024-2025 Programme – M.Sc.(APSY)-2023 Course Name - Industrial Psychology Course Code - APSY302B (Semester III)

Full Marks: 60

Time: 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

- Choose the correct alternative from the following:
- (i) Indicate the definition of organizational behavior
 - a) The study of human behavior in organizational settings, the interface between human behavior and the organization, and the organization itself
 - A method of managing employee wages and benefit
 - c) A practice focused on the financial performance of an organization
- d) A process of developing marketing strategies for business growth
- (ii) Indicate the correct description of Industrial Psychology
 - a) The study of psychological principles applied to the education system
- b) The application of psychological principles and techniques to business and industrial settings, particularly in relation to human behavior at work
- c) The analysis of consumer behavior in the marketplace
- d) The research of mental disorders and their treatments in clinical settings
- (iii) Indicate which of the following is not one of the levels of analysis of Organizational Behavior
 - a) Individual level

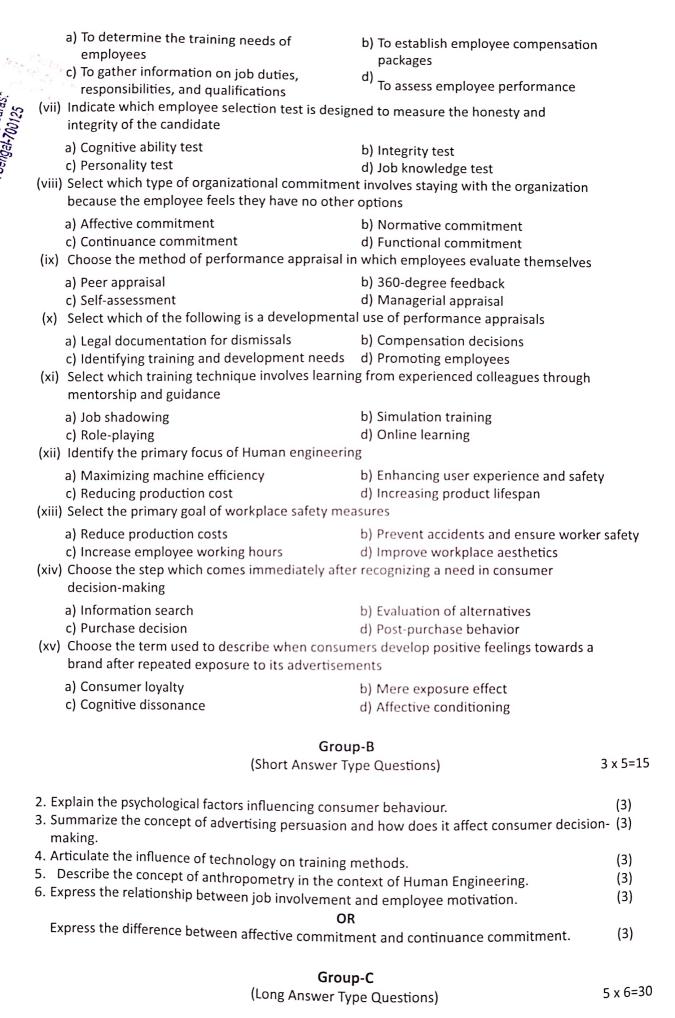
b) Group level

c) Organizational level

- d) Industry level
- (iv) Choose which of the following is not a goal of Industrial psychology
 - a) Enhancing employee motivation
- b) Developing leadership training programs
- c) Improving organizational communication
- d) Increasing product pricing strategies
- (v) Choose which of the following is included in the scope of Industrial Psychology
 - a) Employee behavior in non-work settings
- b) Organizational structure and culture

c) Economic forecasting

- d) Global financial markets
- (vi) Select which of the following is the primary purpose of job analysis



Page 2 of 3

7. 8. 9.	Explain the concept of brand image and why is it important for a company. Articulate the main purpose of performance appraisal in an organization. Summarize the importance of having regular performance reviews instead of an appraisals alone.	(5) (5) nual (5)
	Analyse how OB uses anthropological insights to understand organizational culture and behaviour across different cultural contexts.	
	resource allocation, and incentive expressions.	ng, (5)
12.	Analyse the concept of accident prevention.	(5)
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	Analyse the common causes of workplace accidents.	(5)
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