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398, Ramkrishnapur Road, Barasat
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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

1. 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 | b) 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

- a) To determine the training needs of employees
- b) To establish employee compensation packages
- c) To gather information on job duties, responsibilities, and qualifications
- d) To assess employee performance
- (vii) Indicate which employee selection test is designed to measure the honesty and integrity of the candidate
 - a) Cognitive ability test
 - b) Integrity test
 - c) Personality test
 - d) Job knowledge test
- (viii) Select which type of organizational commitment involves staying with the organization because the employee feels they have no other options
 - a) Affective commitment
 - b) Normative commitment
 - c) Continuance commitment
 - d) Functional commitment
- (ix) Choose the method of performance appraisal in which employees evaluate themselves
 - a) Peer appraisal
 - b) 360-degree feedback
 - c) Self-assessment
 - d) Managerial appraisal
- (x) Select which of the following is a developmental use of performance appraisals
 - a) Legal documentation for dismissals
 - b) Compensation decisions
 - c) Identifying training and development needs
 - d) Promoting employees
- (xi) Select which training technique involves learning from experienced colleagues through mentorship and guidance
 - a) Job shadowing
 - b) Simulation training
 - c) Role-playing
 - d) Online learning
- (xii) Identify the primary focus of Human engineering
 - a) Maximizing machine efficiency
 - b) Enhancing user experience and safety
 - c) Reducing production cost
 - d) Increasing product lifespan
- (xiii) Select the primary goal of workplace safety measures
 - a) Reduce production costs
 - b) Prevent accidents and ensure worker safety
 - c) Increase employee working hours
 - d) Improve workplace aesthetics
- (xiv) Choose the step which comes immediately after recognizing a need in consumer decision-making
 - a) Information search
 - b) Evaluation of alternatives
 - c) Purchase decision
 - d) Post-purchase behavior
- (xv) Choose the term used to describe when consumers develop positive feelings towards a brand after repeated exposure to its advertisements
 - a) Consumer loyalty
 - b) Mere exposure effect
 - c) Cognitive dissonance
 - d) Affective conditioning

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Explain the psychological factors influencing consumer behaviour. (3)
3. Summarize the concept of advertising persuasion and how does it affect consumer decision-making. (3)
4. Articulate the influence of technology on training methods. (3)
5. Describe the concept of anthropometry in the context of Human Engineering. (3)
6. Express the relationship between job involvement and employee motivation. (3)

OR

Express the difference between affective commitment and continuance commitment. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Explain the concept of brand image and why is it important for a company. (5)
 8. Articulate the main purpose of performance appraisal in an organization. (5)
 9. Summarize the importance of having regular performance reviews instead of annual appraisals alone. (5)
 10. Analyse how OB uses anthropological insights to understand organizational culture and behaviour across different cultural contexts. (5)
 11. Analyse the relationship between OB and economics in areas like decision-making, resource allocation, and incentive structures. (5)
 12. Analyse the concept of accident prevention. (5)
- OR**
- Analyse the common causes of workplace accidents. (5)

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