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**BRAINWARE UNIVERSITY**

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398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

Term End Examination 2025-2026**Programme – M.Sc.(APSY)-2025****Course Name – Industrial and Organizational Psychology****Course Code - MPY20502B****(Semester II)****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 which of the following fields is related with Organizational Behavior

a) Psychology

b) Sociology

c) Anthropology

d) All of these

(iii) Indicate which of the following is not a core concept of Organizational Behavior

a) Motivation

b) Group dynamics

c) Organizational culture

d) Business strategy formulation

(iv) Select 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

(v) Indicate which method of job analysis involves direct observation of employees while they perform their tasks

a) Questionnaire method

b) Interview method

c) Observation method

d) Functional job analysis

(vi) Indicate which job analysis method involves asking employees to describe their job duties and responsibilities in writing.

a) Critical incident technique

b) Diary/log method

c) Questionnaire method

d) Work sampling

(vii) Indicate what is the difference between a job description and a job specification

- a) Job description focuses on duties, while job specification focuses on employee qualifications
- b) Job description is for managerial positions, job specification for non-managerial
- c) Job description deals with employee performance, job specification deals with work conditions
- d) Job description is internal, while job specification is external
- (viii) Indicate which job analysis technique uses a combination of various methods, such as interviews and questionnaires
- a) Task inventory method
- b) Critical incident technique
- c) Hybrid method
- d) Job element method
- (ix) Choose the most appropriate training method for teaching specific technical skills
- a) On-the-job training
- b) Case study method
- c) Simulation
- d) Job rotation
- (x) Choose an example of off-the-job training
- a) Coaching
- b) Apprenticeship
- c) Simulation
- d) Job shadowing
- (xi) Select the acronym PPE stand for in safety management
- a) Personal Protective Equipment
- b) Preventive Physical Examination
- c) Primary Protection Environment
- d) Personnel Protection Elements
- (xii) Select which of the following dimensions of brand personality can be represented as - down-to-earth, honest, and wholesome
- a) Sophistication
- b) Sincerity
- c) Excitement
- d) Ruggedness
- (xiii) Select which of the following dimensions of brand personality can be represented as upper-class, glamorous, and charming
- a) Sincerity
- b) Competence
- c) Sophistication
- d) Ruggedness
- (xiv) Select which of the following is NOT typically a focus area in counseling within organizations
- a) Career development
- b) Personal grievances
- c) Financial planning
- d) Work-life balance
- (xv) Select what is the role of a counselor in an organizational setting
- a) To make all decisions for employees
- b) To facilitate personal growth and development
- c) To impose strict rules and regulations
- d) To replace management in decision-making

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Discuss the contributions of the pioneers in Industrial Psychology. (3)
3. Illustrate the types of interview on the basis of structure. (3)
4. Articulate the importance of aligning training programs with organizational goals. (3)
5. Summarize the concept of advertising persuasion and how does it affect consumer decision-making. (3)
6. Express the meaning of productive work behavior and how does it contribute to organizational effectiveness. (3)

OR

Express the relationship between job involvement and employee motivation. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Explain the model of Scientific Management. (5)

8. Summarize the importance of objective and unbiased performance appraisals. (5)
9. Summarize the role of self-assessment in performance appraisals. (5)
10. Analyse the concept of hazard and how is it identified in a workplace. (5)
11. Explain the effect of brand image on consumer loyalty. (5)
12. Analyse how OB uses anthropological insights to understand organizational culture and behaviour across different cultural contexts. (5)

OR

Analyse the relationship between OB and economics in areas like decision-making, resource allocation, and incentive structures. (5)

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