

GUJARAT TECHNOLOGICAL UNIVERSITY**M. E. - SEMESTER – III • EXAMINATION – WINTER • 2014****Subject code: 734601****Date: 25-11-2014****Subject Name: Industrial Psychology****Time: 02:30 pm - 05:00 pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) What do you mean by industrial psychology? Explain the major fields of Industrial Psychology in brief? **07**
(b) Describe the components of an attitude. Explain the four job related attitudes. **07**
- Q.2** (a) Describe locus of control, Machiavellianism and type A or B as types of personality. **07**
(b) In what way you find perception relevant to understand organizational behavior? **07**
- OR**
- (b) Give an account of Hawthorne studies. Also mention its implications, if any. **07**
- Q.3** (a) How does job satisfaction affect the employee's productivity, absenteeism and turnover rates? **07**
(b) What is Maslow's theory of motivation? How is job satisfaction influencing job behavior? **07**
- OR**
- Q.3** (a) Define group dynamics. Why informal group comes into existence? **07**
(b) Contrast the MBTI and the Big Five model. **07**
- Q.4** (a) What is job design? What are the various approaches to job design? Discuss. **07**
(b) Write a short note on: **07**
1.Job enrichment 2.Job enlargement 3.Job rotation
- OR**
- Q.4** (a) Between Fiedler's theory and Path goal theory, which would you say more appealing to you? Why? **07**
(b) Explain Herzberg's Motivation-Hygiene theory. **07**
- Q.5** (a) Discuss the impact of strong culture on organizations and managers. **07**
(b) Why do people resist change? How to reduce it? **07**
- OR**
- Q.5** (a) What are the ways of creating organization culture? What is group dynamics? **07**
(b) Explain Lewin's model of the change process. **07**
