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SARDAR PATEL UNIVERSITY
M. Sc. (Industrial Chemistry), First Semester Examination
April-2015
PS01CICH 08 - Industrial Management & Psychology
Tuesday, 21st April 2015

Time: 02:30 p.m. to 05:30 p.m.

Total Marks: 70

- Note: i) Attempt all the questions.
ii) Figures to right indicate full marks.
iii) Draw neat diagrams whenever it requires.

Q-1 Answer the following Multiple Choice Questions. (08)

- As per stagner in _____ situation group goal is closely associated with the individual goal.
(a) A (c) C
(b) B (d) D
- Stress is a general term applied to the _____ people feel in life.
(a) fatigue (c) conflict
(b) pressure (d) work
- _____ leaders ask for inputs prior to make decision.
(a) Autocratic (c) Participative
(b) Consultative (d) Social
- The par value of bonds & stocks outstanding is termed as _____.
(a) capitalisation (c) mutual funds
(b) fixed capital (d) none of these
- Interpersonal relations are largely determined by the _____.
(a) attitude (c) behavior
(b) moral (d) relationship
- Product must satisfy _____.
(a) dealer's needs (c) state need
(b) consumer's needs (d) value
- 'Money is an arm or a leg. You either use it or lose it.' is given by: _____.
(a) Henry Ford (c) Howard and Upton
(b) Ezra Soloman (d) none of these
- Financial management is mainly concerned with _____.
(a) arrangement of funds
(b) efficient management of every business
(c) all aspects of acquiring & utilizing means of financial resources for firm's activities.
(d) the financial position of your business at any given point in time.

- Q-2 Answer the following short questions. Each question carries equal mark. (Any Seven) (14)
1. Define- attitude.
 2. Define- Job Specification.
 3. Define- leadership.
 4. Write a short note on scope of HRM.
 5. Explain the term-Marketing Mix.
 6. What is product life cycle?
 7. Give the typical negative symptoms of unmanaged stress.
 8. Define -Balance Sheet.
 9. What is Income statement?

Q-3 (a) Describe various characteristics of human resources. (06)

Q-3 (b) Enlist the various qualities of HR manager. (06)

OR

Q-3 (b) Write a note on role of HR manager (06)

Q-4 (a) Discuss various factors to be considered in determining the price of a consumer product. (06)

Q-4 (b) Discuss the steps involved in analyzing market opportunities. (06)

OR

Q-4 (b) Write a note on 1) Value base pricing 2) Geographical pricing (06)

Q-5 (a) Describe the steps involved in investment planning. (06)

Q-5 (b) Describe in brief the various investment options available to Indian investor. (06)

OR

Q-5 (b) What are the traits of effective leaders? (06)

Q-6 (a) Explain in detail attitudes and social phenomena. (06)

Q-6 (b) Briefly explain the fundamental concepts of organization behavior. (06)

OR

Q-6 (b) Explain with diagram stress and job performance. (06)