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**SARDAR PATEL UNIVERSITY**  
**M. Sc. (Industrial Chemistry), First (1<sup>st</sup>) Semester Examination**  
**April - 2016**  
**PS01CICH08—Industrial Management & Psychology**  
**Thursday, 7<sup>th</sup> April, 2016**

Time: 10:30 a.m. to 01:30 p.m.

Total Marks: 70

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

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

1. One of the goals of time and motion study is to reduce the effects of \_\_\_\_\_.  
a) fatigue  
b) motive  
c) individual differences  
d) stress
2. Guion's criteria are for the concept of \_\_\_\_\_.  
a) moral  
b) attitude  
c) stress  
d) none of these
3. Activities that managers engage in to develop a pool of candidates for open positions is known as \_\_\_\_\_.  
a) Recruitment  
b) Selection  
c) Socialization  
d) None of these
4. \_\_\_\_\_ is a task of introducing the new employees to the organisation & its policies, procedures & rules.  
a) Orientation  
b) Induction  
c) Placement  
d) None of these
5. Which is the first stage of new product development process?  
a) Idea generation  
b) Market testing  
c) Commercialization  
d) All of these
6. The main object of market segmentation is: \_\_\_\_\_.  
a) Grouping of customers  
b) Grouping of dealers  
c) Grouping of producers  
d) Grouping of product
7. An accounting balance sheet shows:  
a) the financial position of your business at any given point in time  
b) what's going out of your business during a specified accounting period  
c) how much your business made (revenues) and how much was spent (expenses) for a specified time frame  
d) all of these
8. As per stangner, in \_\_\_\_\_ situation group goal is predominant than individual goal.  
a) C  
b) A  
c) D  
d) B

- Q-2** Answer the following short questions. Each question carries equal mark. (Any Seven) (14)
1. How the structure will affect organization behavior?
  2. What is Impressionistic method?
  3. Enlist the typical negative symptoms of unmanaged stress.
  4. What is burnout?
  5. Draw a diagram showing relation between stress and job performance.
  6. What are the four responses of frustration?
  7. Define financial planning.
  8. What is operation management?
  9. Define Product.
- Q-3 (a)** How do we change different type of attitude? Explain with different attitude characteristic. (06)
- Q-3 (b)** Describe in brief all six methods of measuring attitude. (06)
- OR**
- Q-3 (b)** 1) What is the importance of frustration in industries? (03)  
2) Write a note on trauma. (03)
- Q-4 (a)** Write a note on recruitment. (06)
- Q-4 (b)** Briefly describe all four elements of HR. (06)
- OR**
- Q-4 (b)** Write a note on basic need for training. (06)
- Q-5 (a)** Distinguish between profit and wealth maximisation. (06)
- Q-5 (b)** Discuss the various cost concepts. (06)
- OR**
- Q-5 (b)** Examine the traditional role of the financial manager. (06)
- Q-6 (a)** Explain the stages of product life cycle. (06)
- Q-6 (b)** Discuss the philosophies of marketing management. (06)
- OR**
- Q-6 (b)** Describe the various pricing strategies. (06)