

SARDAR PATEL UNIVERSITY
M. Sc. (INDUSTRIAL CHEMISTRY), FIRST SEMESTER EXAMINATION
DECEMBER - 2012
PS01CICH08, Industrial Management & Psychology
DATE: 05/12/2012, Wednesday

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

Total: 70 Marks

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 questions; all are compulsory, each question carry equal mark. (08)

1. The style and methods used in implementation of HR Programme in keeping with the prescribed policies and procedures is _____.
 - a) HR Practices
 - b) HR Management
 - c) HR procedures
 - d) policy
2. Job Description is _____.
 - a) a document that identifies the qualifications required by a job.
 - b) a document that identifies the tasks & duties performed by a job.
 - c) a process to identify and determine in detail the particular job duties and requirements and the relative importance of these duties for a given job.
 - d) none of these
3. The main object of market segmentation is: _____.
 - a) Grouping of customers
 - b) Grouping of producers
 - c) Grouping of dealers
 - d) Grouping of product
4. Product must satisfy: _____.
 - a) Dealer's needs
 - b) Consumer's needs
 - c) State needs
 - d) Nation needs
5. The last stage of the PLC is: _____.
 - a) Introduction
 - b) Maturity
 - c) Decline
 - d) None of these
6. 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
7. A situation in which employees are emotionally exhausted is _____.
 - a) stress
 - b) trauma
 - c) motivation
 - d) burnout

8. Our economic position and aspirations contribute to our _____

- a) attitude
- b) stress
- c) motivation
- d) all of these

Q.2: Answer the following short questions. Each question carry equal mark (Any seven) (14)

1. What do you mean by Strategic HRM?
2. Define Product.
3. What is Human capital?
4. Explain Market analysis.
5. Define Financial Planning.
6. What do you mean by budgeting?
7. What are the basic needs of Materials Management?
8. What is Stress Threshold?
9. Explain Unproductive working time.

Q.3 (a)

Define Financial Management & discuss the routine finance functions. (06)

Q.3 (b)

- i) List out the alternatives for investment planning. (03)
- ii) Explain the concept of Business Plan. (03)

OR

Q.3 (b)

- i) Explain the profit maximisation objective of financial management. (03)
- ii) Define Fund Flow Statement. (03)

Q.4 (a)

Define HRM. Explain the factors influencing HRM. (06)

Q.4 (b)

- i) List out the functions of HRM. (03)
- ii) Explain the concept of Recruitment. (03)

OR

Q.4 (b)

- i) List out the characteristics of Human Resources. (03)
- ii) Explain the concept of Placement. (03)

Q.5 (a)

Explain the term Product Life Cycle and its stages. (06)

Q.5 (b)

- i) What is Product Mix? (03)
- ii) List out the steps in New Product Development Process. (03)

OR

Q.5 (b)

What are the traits of effective leaders?

(06)

Q.6 (a)

What are the approaches to Stress Management, explain in details.

(06)

Q.6 (b)

i) Explain with figure four outcomes of Conflict.

(03)

ii) Explain 'perception' and 'ethics' –a fundamental concept of organization behaviour.

(03)

OR

Q.6 (b)

Explain Hypothesis frustration and job complexity using figure.

(06)

ALL THE BEST

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