

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**ME SEMESTER-III EXAMINATION – WINTER 2013**

**Subject Code: 734601****Date: 26/11/2013****Subject Name: Industrial Psychology****Time: 10:30 am to 13:00****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 and what is the scope of Industrial Psychologist? **07**  
 (b) What are the various sources of attitude formation? Explain various types of attitudes. **07**
- Q.2** (a) Define the term group. Why groups are formed? Distinguish between formal and informal groups. **07**  
 (b) What is job stress? Describe the sources of job stress. **07**
- OR**
- (b) What do you mean by Hawthorne studies? Describe its implications. **07**
- Q.3** (a) What is fatigue? Explain how it is different from boredom. **07**  
 (b) What is Maslow's theory of motivation? How is job satisfaction influencing job behavior? **07**
- OR**
- Q.3** (a) Explain how goal setting and reinforcement theories explain employee motivation. **07**  
 (b) Describe five personality traits that help explain individual behavior in organization. **07**
- Q.4** (a) Explain Fiedler's contingency model of leadership. **07**  
 (b) Explain Herzberg's two factor theory. **07**
- OR**
- Q.4** (a) Describe job design approach to motivation. **07**  
 (b) Define job analysis. What is its role in recruitment and selection? **07**
- Q.5** (a) How is organization culture created? What do you mean by group dynamics? **07**  
 (b) Explain Lewin's three step model of the change process. **07**
- OR**
- Q.5** (a) Discuss the impact of strong culture on organizations and managers. **07**  
 (b) Explain why people resist change. Describe the techniques for reducing resistance to change. **07**

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