

Seat No. _____

Enrolment No. _____

CVM UNIVERSITY

M.Sc. (Industrial Chemistry), Semester- I
February-2021

Paper Code: 101310103, Paper Name: Industrial Management and Psychology
Monday, 22nd February – 2021

Time: 10:00 A.M. to 12:00 Noon

Total Marks: 60

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

- | | Marks
(08) |
|--|-------------------------|
| Q-1 (a) Answer the following Multiple Choice Questions. | |
| 1. The style and methods used in the implementation of HR programme in keeping with the prescribed policies and procedures is _____. | |
| a) HR Practices | c) HR procedures |
| b) HR Management | d) policy |
| 2. HRM involves procurement, development, _____ of human resource. | |
| a) maintenance | c) driving |
| b) training | d) financing |
| 3. Executive finance functions include: | |
| a) all those financial decisions of importance which require specialized administrative skill. | |
| b) those functions of clerical or routine nature which are necessary for the execution of decisions taken by the executives. | |
| c) none of the above. | |
| d) arrangement of funds | |
| 4. An income statement, also known as a _____. | |
| a) Balance sheet | c) Operating expense |
| b) profit and loss statement | d) Net Operating income |
| 5. _____ is a value addition process. At each stage of processing, there will be value addition. | |
| a) Production | c) Product |
| b) Marketing research | d) Services |
| 6. _____ can be either helpful or harmful to job performance. | |
| a) Stress | c) Motivation |
| b) Frustration | d) All of these |
| 7. _____ is reflected by attitude. | |
| a) Opinion | c) Stress |
| b) Motivation | d) HRM |
| 8. Guion's criteria for a concept of _____. | |
| a) moral | c) stress |
| b) attitude | d) none of these |

- Q-1 (b)** Answer the following (Fill in the blanks and True or False) **(08)**
1. HRM may be defined as a set of policies designed to maximize both _____ and organizational goals.
 2. Job Analysis is 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.
-- True or False
 3. Investment decisions includes investment in fixed assets. **-- True or False**
 4. An accounting balance sheet shows the financial position of your business at any given point in time. **-- True or False**
 5. _____ is the first stage of new product development process.
 6. Distribution is not the one of the marketing-mix elements. **-- True or False**
 7. According to Stagner moral will be at a maximum when situation _____ exist.
 8. The workers are frustrated by the Changing technology. **-- True or False**
- Q-2** Answer the following short questions. Each question carries equal mark.(Any Six) **(12)**
1. What is induction?
 2. Why human resources are consider as heterogeneous?
 3. Define Financial Planning.
 4. Define Costing.
 5. What is Market Analysis?
 6. What are the 4P's of marketing mix?
 7. Explain 'whole Person' –a fundamental concept of organization behaviour.
 8. What is frustration?
- Q-3** Describe various role of HR Manager. **(08)**
- OR**
- Q-3** What do you mean by HR policies? Give a note on various types of HR policies. **(08)**
- Q-4** 1. Discuss advantages and disadvantages of cost accounting. **(04)**
2. What are the various techniques of costing? **(04)**
- OR**
- Q-4** What is financial statement? Discuss scope of financial management. **(08)**
- Q-5** Define marketing. Explain its objectives in detail. **(08)**
- OR**
- Q-5** Write a detail note on: Marketing Strategies. **(08)**
- Q-6** Write a note on Stress Vulnerability and explain Type-A & Type-B people using diagram. **(08)**
- OR**
- Q-6** 1. Explain with figure different situation of morale as per Stagner **(04)**
2. Explain in detail key forces affecting organizational behavior. **(04)**