

Roll No. ....

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**MBA (Sem. - 3<sup>rd</sup>/4<sup>th</sup>)**  
**ADVANCED INDUSTRIAL PSYCHOLOGY**  
**SUBJECT CODE : MB - 663**  
**Paper ID : [C0128]**

[Note : Please fill subject code and paper ID on OMR]

Time : 03 Hours

Maximum Marks : 60

**Instruction to Candidates:**

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Four** questions from Section - B.

**Section - A**

**Q1)**

**(10 × 2 = 20)**

- a) Define Industrial Psychology.
- b) Mention any two objectives of Industrial Psychology.
- c) State few characteristics of attitude.
- d) State any two advantages of MBO.
- e) What are disadvantages of monotony?
- f) Define Motivation.
- g) What are advantages of better job design?
- h) Expand MBO.
- i) What are disadvantages of stress?
- j) What are disadvantages of poor motivation?

**Section - B**

**(4 × 10 = 40)**

**Q2)** Explain, with examples, how reliability and validity tests are measured.

**Q3)** Elaborate different types of individual differences.

- Q4) What is meant by industrial morale? Discuss the factors that influence morale.
- Q5) Discuss any three psychological tests used in the industry and highlight their utility.
- Q6) Discuss briefly the different types of motivation and their application in the industry.
- Q7) Write short notes on :
- (a) Job Design.
  - (b) Work Environment.

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