

Hall Ticket No

Question Paper Code: AHS016



# INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad - 500 043

## MODEL QUESTION PAPER-I

B.Tech VIII Semester End Examinations, April - 2020

Regulations: R16

### INDUSTRIAL MANAGEMENT AND PSYCHOLOGY

(CIVIL ENGINEERING)

Time: 3 hours

Max. Marks: 70

Answer ONE Question from each Unit

All Questions Carry Equal Marks

All parts of the question must be answered in one place only

#### UNIT – I

1. a) Explain functions of management. [7M]  
b) Explain about contributions of human relation period. [7M]
2. a) Differentiate management, organization and administration. [7M]  
b) Define leadership and scientific management [7M]

#### UNIT – II

3. a) Differentiate between organization and organizing. [7M]  
b) Evaluate line and staff organization. [7M]
4. a) Explain marketing strategies based on product life cycle. [7M]  
b) Define Economic Order Quantity and ABC analysis [7M]

#### UNIT – III

5. a) What are the functions of HR manager? [7M]  
b) What do you understand by grievance handling? [7M]
6. a) What do you understand by management by objectives? [7M]  
b) What is link between job evaluation and wage and salary administration? [7M]

#### **UNIT – IV**

7. a) Describe the four goals of psychology in detail. [7M]  
b) What are the areas of application of psychology? [7M]
8. a) What is the Study of Human Behaviours; Explain the how to development of psychology in India? [7M]  
b) What is the application of psychology, Explain Briefly [7M]

#### **UNIT – V**

9. a) Describe the disadvantages groups of psychology. [7M]  
b) Describe the applications of information technology mass media. [7M]
10. a) Explain the fields of psychology and social psychology? [7M]  
b) Describe the field of economical psychology. [7M]



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## COURSE OBJECTIVES:

The course should enable the students to:

I	Discuss the different Taylor's, Fayol's, Maslow's theories of management.
II	Understanding the line and staff, matrix, functional, virtual, cellular organizational structures of management.
III	Identify the functions of Human resources management and marketing strategies based on product life cycle.
IV	Outline the evolution and fields of social, educational, experimental clinical and personality psychology.

## COURSE OUTCOMES (COs):

CO 1	Nature and importance of management, Taylor's scientific management theory, fayols principles of management Maslow's theory of human needs, Douglas McGregor's theory x and theory y, two factor theory, leadership styles, social responsibilities of management.
CO 2	Designing Departmentation and decentralization, types of organization structures, line organization, line and, team structure, boundary less organization.
CO 3	Human Resources Management (HRM): evolution of HRM, basic functions of hr manager: manpower planning, recruitment, Marketing: functions of strategies based on product life.
CO 4	Definition, goals, fields and applications, development of psychology from middle 19th century, psychology in ancient India, the founding of, development of psychology in India
CO 5	Applications of psychology to disadvantaged groups, problems of social integration, information technology and mass media, economic development. Fields of psychology: social psychology, educational.

## COURSE LEARNING OUTCOMES (CLOs):

AHS016.01	Describe the Nature and importance of management, functions of management, and theories of management-Taylor.
AHS016.02	Summarize the concept of scientific management theory, Fayol's principles of management Maslow's theory of human needs
AHS016.03	Analyse the concepts Douglas McGregor's theory x and theory y, two factor theory, leadership styles
AHS016.04	Use the concept social responsibilities of management..
AHS016.05	Designing organizational structures: Departmentation and decentralization, types of organization structures,
AHS016.06	Understand line organization, line and staff organization, functional organization, committee organization, matrix organization, virtual organization, cellular organization,
AHS016.07	Use cellular organization, team structure, boundary less organization, inverted pyramid structure,
AHS016.08	Illustrate inverted pyramid structure, lean and flat organization structure and their merits, demerits and suitability.
AHS016.09	Explain Human Resources Management (HRM): evolution of HRM, basic functions of hr manager: manpower planning, recruitment.
AHS016.10	Understand the concept of selection, training and development, placement, wage and salary administration, promotion, transfer, separation,.
AHS016.11	Understand the concept of appraisal, grievance handling and welfare administration, job evaluation and merit rating.

AHS0162.12	Discuss the concept of Definition, goals, fields and applications, development of psychology from middle 19th century, psychology in ancient India
AHS016.13	Understand the founding of experimental psychology: Contributions of Weber, Fechner..
AHS016.14	Summarize the concept of Contributions of Weber, Fechner, Wundt and Eddinghaus, William James and Galton, development of psychology in India.
AHS016.15	Use Applications of psychology to disadvantaged groups, problems of social integration
AHS016.16	Understand the information technology and mass media, economic development..
AHS016.17	Understand the characteristics fields of psychology: social psychology, educational psychology, experimental psychology, clinical psychology, personality psychology.

#### MAPPING OF SEMESTER END EXAMINATION - COURSE OUTCOMES

SEE Question No	Course Learning Outcomes		Course Outcomes	Blooms Taxonomy Level	
1	a	AHS016.01	Describe the Nature and importance of management, functions of management, and theories of management-Taylor.	CO 1	Understand
	b	AHS016.02	Summarize the concept of scientific management theory, Fayol's principles of management Maslow's theory of human needs	CO 1	Understand
2	a	AHS016.03	Analyse the concepts Douglas McGregor's theory x and theory y, two factor theory, leadership styles	CO 1	Understand
	b	AHS016.04	Use the concept social responsibilities of management..	CO 1	Understand
3	a	AHS016.05	Designing organizational structures: Departmentation and decentralization, types of organization structures,	CO 2	Understand
	b	AHS016.06	Understand line organization, line and staff organization, functional organization, committee organization, matrix organization, virtual organization, cellular organization,	CO 2	Remember
4	a	AHS016.07	Use cellular organization, team structure, boundary less organization, inverted pyramid structure,	CO 2	Understand
	b	AHS016.08	Illustrate inverted pyramid structure, lean and flat organization structure and their merits, demerits and suitability.	CO 2	Understand
5	a	AHS016.09	Explain Human Resources Management (HRM): evolution of HRM, basic functions of hr manager: manpower planning, recruitment.	CO 3	Understand
	b	AHS016.10	Understand the concept of selection, training and development, placement, wage and salary administration, promotion, transfer, separation,.	CO 3	Understand
6	a	AHS016.11	Understand the concept of appraisal, grievance handling and welfare administration, job evaluation and merit rating.	CO 3	Understand
	b	AHS016.12	Discuss the concept of Definition, goals, fields and applications, development of psychology from middle 19th century, psychology in ancient India	CO 3	Understand
7	a	AHS016.13	Understand the founding of experimental psychology: Contributions of Weber, Fechner..	CO 4	Understand
	b	AHS016.14	Summarize the concept of Contributions of Weber, Fechner, Wundt and Eddinghaus, William James and Galton, development of psychology in India.	CO 4	Understand
8	a	AHS016.14	Use Applications of psychology to disadvantaged groups, problems of social integration	CO 4	Understand
	b	AHS016.15	Understand the information technology and mass media, economic development..	CO 4	Understand

9	a	AHS016.15	Understand the characteristics fields of psychology: social psychology, educational psychology, experimental psychology, clinical psychology, personality psychology.	CO 5	Understand
	b	AHS016.16	Describe the Nature and importance of management, functions of management, and theories of management-Taylor's.	CO 5	Understand
10	a	AHS016.16	Summarize the concept of scientific management theory, Fayol's principles of management Maslow's theory of human needs	CO 5	Understand
	b	AHS016.17	Analyse the concepts Douglas McGregor's theory x and theory y, two factor theory, leadership styles	CO 5	Understand

**Signature of Course Coordinator**

**HOD, CE**