

**INSTITUTE OF AERONAUTICAL ENGINEERING**

(Autonomous)

Four Year B.Tech VII Semester End Examinations (Regular) - November, 2019

Regulation: IARE - R16

INDUSTRIAL MANAGEMENT AND PSYCHOLOGY

Time: 3 Hours

(CE)

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) Recognize about the nature and importance of management. Brief about social responsibilities of management. [7M]
- (b) Summarize the scientific management theory proposed by F.W. Taylor. [7M]
2. (a) Explain the basic leadership styles and their corresponding effective and ineffective styles? [7M]
- (b) Write about the Henry Fayol principles of management. Discuss about the centralization in an organization. [7M]

UNIT - II

3. (a) Discuss the features of Line organization and Staff organization with neat sketches? [7M]
- (b) Compare and contrast formal and informal organization. Why each one is significant? [7M]
4. (a) What is committee organization? Explain the basic principles of committee organization with neat sketch [7M]
- (b) Write about organizational chart? Elucidate the importance in preparing organization chart? Give any three different examples. [7M]

UNIT - III

5. (a) What is the role of Human Resource Manager in development and growth of an organization? [7M]
- (b) Discuss various functions of marketing. Write about the objectives of merit rating. [7M]
6. (a) What do you understand by job evaluation? Explain in detail different methods of job evaluation. [7M]
- (b) Discuss on marketing strategies based on product life cycle. Write any two advantages of job evaluation. [7M]

UNIT - IV

7. (a) Mention the fields and applications of psychology. Explain psychology in ancient india. [7M]
- (b) Discuss about the development of psychology from middle 19th century. [7M]

8. (a) Summarize William James and Galton's contributions to psychology. [7M]
(b) Discuss the aims and objectives of industrial psychology. Explain the development of psychology in India [7M]

UNIT - V

9. (a) How many fields of psychology are there? Differentiate between applied and experimental psychology. [7M]
(b) List the various applications of information technology and mass media of psychology. [7M]
10. (a) Describe the problems of social integration of psychology. Explain the recognize the ancient psychology of India [7M]
(b) What are the hypothesis testing and two types of errors possible. Discuss about economic development of psychology and education psychology. [7M]

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