

Register Number:

Date:

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE – 27**

**B.A. PSYCHOLOGY – VI SEMESTER**

**SEMESTER EXAMINATION: APRIL 2018**

**PY 6217 – Industrial and Organizational Psychology**

**Time – 2 ½ hours Max Marks – 70**

**This paper contains TWO printed page and THREE parts**

**SECTION A**

1. **Answer ALL the following: 2x10=20**
2. What is illumination?
3. Describe telecommuting.
4. What is transactional leadership? Give an example.
5. Mention any two processes in team building.
6. Describe virtual teams.
7. What is nationalistic drive.
8. Describe ethonocentrism.
9. Describe compatible assignments. Give an example.
10. What are focus groups?
11. What does TRP stand for?

P.T.O.

**SECTION B**

1. **Answer ANY FOUR of the following: 5x4=20**
2. Discuss the process of gender sensitization workshop.
3. What are the ingredients of effective teams?
4. Explain Pygmalion effect with an example.
5. Mention the inhibitng and supporting forces of conditions affecting multinational operations.
6. Elaborate on the components of attitude with examples.
7. Discuss the scopes of advertising.

**SECTION C**

1. **Answer ANY THREE of the following: 10x3=30**
2. Discuss the following physical conditions affecting working environment:
	1. Colour and Music.
	2. Temperature and Humidity.
3. Critically analyse the role of social media in group dynamics.
4. Elaborate on cultural dimensions theory.
5. Discuss the issues related to cross-cultural communication in an organization. Suggest strategies for the management of such issues.
6. Explain the methods to asses consumer psychology in detail.