JK LAKSHMIPAT UNIVERSITY Learning Resource Centre JAIPUR

Institute of Management
JK Lakshmipat University
Jaipur
END TERM EXAMINATION-2015

MBA (I) Sem-II | **Course: Introduction to Industrial Psychology**
Subject code: BBA206 | **Time: 3 Hours**
MM: 50Marks

Instructions:

1. **Attempt any three questions from Section A of 10 marks each.**
2. **Section B is compulsory of 20 marks.**

Section A

1 a. What do you understand by work environment? Analyze the importance of music, bright colors on walls and green plant in office premises. (5)

b. Industrial accidents are major cause of disruption. In light of the statement discuss what are Industrial accidents? What are their impacts? How can industrial accidents be prevented? (5)

2. a. Discuss in brief what do you understand by selection and explain the steps involved in it? (5)

b. What source would you recommend for the appointment of a senior marketing manager and why? Justify your answer.(5)

3. a. "Performance management system is among the most important function of human resource practice" Discuss. (5)

b. What are the various factors that should be taken into consideration while designing an effective training programme? Explain the steps in designing training programme? (5)

4. a. Do you think Skill development training initiative taken for youth by government of India under NSDC (National Skills Development Corporation) has made training function more important for an organization? Elucidate.

b. What is the importance of training for the employee, organization and country at large.

5. a. Elaborate the scope of industrial psychology? How economics and political science contribute to IP?

b. Write short note on: Halo effect and Fatigue

Section B

Read the case below and answer the questions (20 marks)

Manjula Srivastav had been head of marketing for the last four years at Blue Chips, a computer products firm. The company's turnover had increased by two – and a half times during the period and its market share had also moved up marginally. What was good was that all this had happened in an environment in which computer prices had been crashing.

Although she had a talent for developing an instant bond with people – particularly with the company's dealers – Srivastav often found herself battling against odds, as she perceived it, as far as her relationships with her subordinates and peers in the company were concerned. Srivastav had to fight male bias all the way. She found it unfair that she had to prove herself regularly at work.

Six months ago, Blue Chips had been taken over by an industrial group which had a diversity of business interests and was, more importantly, flush with funds. The change of ownership had led to a replacement of the managing director, but it had not affected the existing core management team. Anand Prakash, the new managing director, had his priorities clear. "Blue Chips will go international," he had declared in the first executive committee meeting, "and exports will be our first concern."

Prakash had also brought in Harish Naik as his executive assistant with special responsibility for exports. Naik had been backed to Srivastav for five weeks as a part of a familiarization programme. Much to her surprise, he had been appointed, within two months, as the vice president (exports), with compensation and perks higher than her own. Srivastav had made a formal protest to Prakash who had assured her that he was aware of her good work in the company and that she would have an appropriate role once the restructuring plan put into effect.

One morning, as she entered the office and switched on her workstation, a message flashed on her screen. It was from Prakash. "Want to see you sometime today regarding restructuring. Will 2.30 be convenient?" It went.

Later at his office, Prakash had come straight to the point. He wanted to create a new post called general manager (public affairs) in the company. "With your excellent background in customer relations and connections with the dealer network, you are the ideal material for the job," he said, "and I am offering it to you." Srivastav was quick to react. "There is very little I can contribute in that kind of job," she said. "I was in fact

expecting to be promoted as vice president (home marketing)." Prakash said that the entire gamut of marketing functions would be looked after by Naik who would have boardroom responsibility for both domestic and export sales. "If you continue in marketing, you will have to be reporting to Naik which I thought may not be fair to you. In any case, we need someone who is strong in marketing to handle public affairs. Let me assure you that the new post I am offering will in no way diminish your importance in the company. You will in fact be reporting to me directly."

"You are being unfair and you are diminishing my importance in the company," reported Srivastav. "You know that I am a hardcore marketing professional and you also know I am the best. Why then am I being deprived of a rightful promotion in marketing? Tell me," she asked pointedly, "would you have done this to a male colleague?"

"That is a hypothetical question," said Prakash. "But I can't think of any other slot for you in the restructuring plan I want to implement except what I am offering."

"If the reason why you are asking me to handle this fancy public affairs business of yours," said Srivastav, "is that you can't think of any other slot for me, then I would have second thoughts about continuing to work for this company."

"May I repeat," said Prakash, "that I value your role and it is precisely because of this that I am delegating to you the work I have been personally handling so far ? May I also state that I am upgrading the job not only because it is important but also because it should match your existing stature in the organization?"

"I need to think about this. I will let you know tomorrow," said Srivastav and left the office.

Question

1. Identify the problem in the case? (5)
2. What are important issues related to industrial psychology you can identify from the case? (5)
3. What should she do and why? (5)
4. If you were Manjula Srivastav's boss what approach you would have taken to handle the situation and why? (5)

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