

20th May, 13

Psychology & Sociology - Sem - IV

20/5/13

Sem. IV (Rev.) Reg. - Psychology & Sociology (Regular)

AGJ 1st half (i) 40

Con. 1546-13.

(REVISED COURSE)

(2 Hours)

DC-7114

[ Total Marks : 40

N.B. : (1) Question No. 1 is **compulsory**.

(2) Attempt any **four** questions from the remaining **six** questions, minimum **one** from **each** Section.

1. (a) Write short notes on any **two** :- 6
- (i) Difference between Teams and Groups
  - (ii) Role of the Industrial psychologist
  - (iii) Barriers in communication
  - (iv) Automation and Alienation.
- (b) Explain the advantages and disadvantages of 'Interview' as a selection technique. 2

#### Section A

2. "Accidents are not by chance". Explain. 8
3. Critically examine the Maslow's need hierarchy theory of motivation. 8
4. What is Leadership ? Explain various types of Leadership style with relevant examples. 8

#### Section B

5. Explain the impact of Science and Technology on Industry and Society. 8
6. Describe the process and types of communication. 8  
Do you agree 'Organisations cannot exist without communication' – Comment.
7. What is Pharmaceutical Marketing ? In what way is it different from marketing of other products ? 8
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