

Roll No.
3300 15/20/30/20

January 2019

Master of Business Administration (MBA) Examination

(Full Time) (New) Third Semester
FT-305H : SOCIAL PSYCHOLOGY

Time 3 Hours]

[Max. Marks 80

Note : Attempt any four questions from Section A. Each question carries 15 marks.
Section B is compulsory and carries 20 marks.

Section A

1. What is background and nature of Social Psychology ? What is its relevance in Business Administration ?
2. Discuss relevance of social perception in determining social identity of an Individual.
3. Differentiate between Conformity, Compliance and Obedience.
4. Describe the relevance of testing personality in employment testing mechanism in business organizations.
5. Explain with suitable examples the use of references and background.
6. Explain relevance of differential accident liability in Safety Psychology.

Section B

7. Read the following case study and answer the questions given at the end :

A credit union manager recognized that the efforts to build and sustain a psychologically healthy environment in her branch would take ongoing commitment. She needed to provide the leadership, but all staff needed to be involved if this was to be effective. Of particular importance, in her opinion, was clear, consistent and ongoing communication. She stated, "I believe it is all about continuous improvement towards a better work environment in order to maintain our most precious resources - our staff". <http://www.davvonline.com>

When a community police force undertook a survey to assess psychological health and safety, serious to significant concerns were raised in the areas of organizational culture, clear leadership and expectations, and civility and respect. Management, oversight boards and union representatives publicly stated their commitment to continue to address the issues. "It was very important for us to do an assessment before intervening. It is more cost efficient and effective, and you don't run the risk of poor outcomes or alienation of staff with the implementation of irrelevant interventions." The residential construction company president was pleased with the outcomes when he implemented measures to address psychological health and safety in the workplace, specifically concerns related to organizational culture. He also provided ongoing opportunities for employees to confidentially contact him with concerns or suggestions, noting, "The staffs know that if we start to go back to some of our former practices, they can speak up !"

Questions :

1. Identify the main issue in the case.
2. What can be probable remedies in this situation ?