

**VIT**Vellore Institute of Technology
(Deemed to be University under section 3 of UGC Act, 1956)

REG.NO.:

SCHOOL OF SOCIAL SCIENCES AND LANGUAGES
CONTINUOUS ASSESSMENT TEST - II
WINTER SEMESTER 2025-2026

SLOT: G2+TG2

Programme Name & Branch : B.Tech BBS
Course Code and Course Name : HUM1048, Industrial Psychology
Faculty Name(s) : Dr. Tanu Kukreja
Class Number(s) : 6504
Date of Examination : 23.03.26, 9:30AM
Exam Duration : 90 minutes

Maximum Marks: 50**General instruction(s):**

Answer All Questions

M - Max mark; CO – Course Outcome; BL – Blooms Taxonomy Level (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)

Course Outcomes: 1. Become conversant about the major content areas of Industrial Psychology (i.e., job analysis, recruitment, selection, employment law, training, performance management, and health/well-being issues in the workplace). 4. Gain practical experience by completing a series of hands-on projects involving job analysis, selection decisions, training programs, and employee well-being. 5. Prepare for other focused seminar courses in Industrial/Organizational Psychology or Human Resource Management.

Q. No	Question	M	CO	BL
1.	Briefly describe the methods of performance evaluation and their specific purposes and context in which they are used. Use relevant examples to explain.	3	1	2
2.	Employees in a marketing team worked hard for months to increase sales targets. However, on the ground, despite their efforts, sales did not improve due to factors beyond their control, such as market slowdown. Take reference of Maslow's need hierarchy theory to explain how employee motivation can be enhanced here?	4	4	3
3.	"Companies that embrace diversity and inclusion in all aspects of their business statistically outperform their peers" – Josh Bersin Comment on the above quote and discuss why fairness and diversity are important at work. Share your views on how fairness at work can be ensured with suitable examples.	4	4	3
4.	Kriday Biotech is bringing lot of structural and technical changes in its manufacturing unit. Digital systems are being introduced and restructuring of the department is getting done to improve efficiency in productivity. Many employees are resistant for this new change and they are struggling to adapt to a new situation. Uncertainty of the new system is leading to weakened morale and communication. Share your views in detail on what steps of organizational development Kriday biotech should follow and how.	5	5	3
5.	Ms. Smriti is founder and CEO of 'JKH'. It is an IT company which provides solution to online edtech businesses. It started as a startup just 3 years back but is really doing well in terms of brand value and revenue. To grow at a faster pace, company is also looking for funds. But recently company, is facing a crisis of employee resignation as employees are getting better offers from other companies. Considering the situation which leadership style Ms. Smriti should adopt and why? Describe other leadership styles as well and why you didn't choose them in this scenario.	5	5	3