



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MANAGEMENT**

**END TERM FINAL EXAMINATION**

**Even Semester:** 2018-19

**Course Code:** HRM 405

**Course Name:** Psychology at Work

**Programme & Sem:** MBA & IV Sem

**Date:** 9 March 2019

**Time:** 3 Hours

**Max Marks:** 80

**Weightage:** 40%

**Instructions:**

- (i) **Write legibly and be as concise as possible.**

**Part A**

Answer **all** the Questions. **Each** question carries **five** marks.

(4Qx5M=20)

1. What do you mean by Disciplinary type of power? Explain with examples
2. Briefly explain the 3 techniques of regulating power?
3. With examples explain the concepts of 'micro' and 'macro' in organizational modernity
4. What do you mean by Risk Society? Briefly explain with examples

**Part B**

Answer **all** the following Questions. **Each** question carries **ten** marks.

(3Qx10M=30)

5. According to Knowledge and power theory, what exactly is a test or an examination supposed to measure in a student? Enumerate with examples
6. Elaborate with examples how Information, Communication and Technology (ICT) fundamentally redefined the context of working lives?
7. What implications does the modern day work environment have for an employee's attributes such as (i) trust (ii) commitment (iii) loyalty and (iv) identity

### Part C

Answer **both** the following Question. **Each** question carries **fifteen** marks. (2Qx15M=30)

8. It is said that by the year 2060 almost 70% of the employees (working citizens) will be either Indian or Chinese. How will this impact the global society? What do you feel would be the challenges that citizens of other nations face due to this? Finally how should organizations cope with this challenge? Elaborate and explain
  
9. In the modern day innovation organizations an employee having “true knowledge” is considered an asset and is highlighted. Particularly if such knowledge is considered important for an organization then (s)he may be rewarded, promoted and may even become a leader. In such a situation how do you think the organization needs to deal with employees who may be considered ‘less knowledgeable’? Do you feel such employees considered “less knowledgeable” will be at a disadvantage? Substantiate your arguments



Roll No.

**PRESIDENCY UNIVERSITY  
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**MID TERM EXAMINATION**

**Even Semester:** 2018-19

**Course Code:** HRM 405

**Course Name:** Psychology at Work

**Programme & Sem:** MBA & IV Sem

**Date:** 18 February 2019

**Time:** 2 Hours

**Max Marks:** 40

**Weightage:** 20%

**Instructions:**

(i) Write legibly and be as concise as possible.

**Part A**

Answer **all** the Questions. **Each** question carries **three** marks.

(4Qx3M=12)

1. List and briefly mention the contributions of any 3 of the founders of Industrial / Organizational Psychology
2. What are the 3 main proposals of Munsterberg's Psychology and Industrial efficiency
3. What do you mean by the Knowledge Economy?
4. What is the difference between Knowledge and Knowing?

**Part B**

Answer **both** the Questions. **Each** question carries **six** marks.

(2Qx6M=12)

5. Why is Organizational psychology important for modern day organizations
6. Briefly explain with examples the SECI model of Knowledge Management

**Part C**

Answer **both** the Question provided at the end of Case. Questions carry **Sixteen** marks.

(1Qx16M=16)

***Knowledge Management and Psychology***

In the mid 2000's British Petroleum (BP) embarked on a knowledge sharing strategy built around the concept of the 'Virtual Team', which involved enabling geographically dispersed teams (teams of employees across the world) with the latest sophisticated tool-kits of high

technology enablers, including video-conferencing and knowledge sharing online portals. The approach was formed in response to a restructuring of its business from a centralized structure into smaller, more decentralized geographically dispersed units. This project resulted in knowledge sharing and knowledge enabling. Since the strategy was implemented, knowledge sharing and collaboration has become embedded across the organization as a strategic imperative and top notch innovation products were manufactured

**Disadvantages:** However within different teams across the world, some of them felt more important (because they were considered to have critical knowledge) and some other teams were considered less important and even ignored by the top leadership and top management (because they were considered to not have any critical knowledge with them)

Also because the knowledge was distributed across different countries (geographical locations) some countries felt they were more important to BP's strategy whilst other countries felt ignored and left out. This led to huge politics, disillusion and dissatisfaction amongst the employees of the 'less important' countries

BP's top leadership has hired an Organizational Psychology Consultant such as you to advise it on how to make this Knowledge Management initiative a success and how to see that employees are not feeling differentiated between themselves

### **Case Questions**

- 7a) Do you think what British Petroleum's strategy for knowledge management is right?,  
Substantiate your argument
- 7b) As an organizational psychologist and a consultant what will you advise BP to do in order to help it lessen the dissatisfaction of the employees across the world, whilst at the same time how will you also convince employees across that each of their countries (locations) is important for BP?