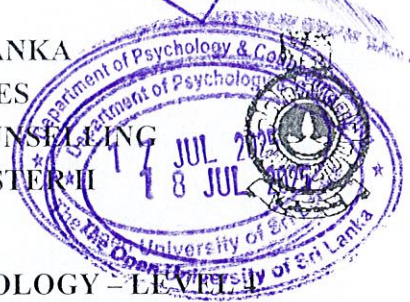


THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF HEALTH SCIENCES
DEPARTMENT OF PSYCHOLOGY & COUNSELLING
ACADEMIC YEAR 2024/2025 – SEMESTER II



BSC HONS IN PSYCHOLOGY
PLU4308 – INDUSTRIAL AND ORGANIZATIONAL PSYCHOLOGY – LEVEL I
CONTINUOUS ASSESSMENT TEST – NBT I
DURATION: 1 ½ HOURS

DATE: 18TH JULY 2025

TIME: 9.00 AM – 10.30 AM

INDEX NO:

IMPORTANT INSTRUCTIONS/ INFORMATION TO CANDIDATES

- This question paper consists of 10 pages with **TWO sections**

Section 1: 20 Multiple Choice Questions - (40 Marks)

Section 2: 12 Short Answer Questions - (60 Marks)

- Write your INDEX number in the space provided.
- Multiple Choice Questions (Section 1): Indicate answers in the **ANSWER SHEET** provided by placing a cross (X) in **INK** in the relevant cage (answers in pencil will **NOT** be marked)
- Short Answer Questions (Section 2): Write the answer within the space provided.
- Do **NOT** remove any page/part of this question paper from the examination hall.
- Do **NOT** keep unauthorized materials, including mobile phones and other electronic equipment, with you during the examination.

SECTION 1: Multiple Choice Questions (20 Questions – 40 Marks)

- 1.1 Who was an early pioneer in applying psychology to advertising and business, and authored the influential books “The Theory of Advertising” and “The Psychology of Advertising”?
- a. Frederick Winslow Taylor
 - b. Edward Titchener
 - c. Walter Dill Scott
 - d. Lewis Terman
- 1.2 Which subfield of industrial-organizational psychology examines the impact of thoughts, emotions, beliefs, and social factors on purchasing decisions?
- a. Consumer psychology
 - b. Ergonomics
 - c. Industrial Psychology
 - d. Vocational psychology
- 1.3 Who is considered the founder of the extraversion-introversion typology of personality?
- a. Hans Eysenck
 - b. Carl Gustav Jung
 - c. John Holland
 - d. Katherine Briggs
- 1.4 Which of the following are best identified as micro-level focus areas of industrial and organizational psychology?
- a. Organizational culture, change management, and organizational theory
 - b. Change management, attitude, organizational theory
 - c. Worker motivation, job satisfaction, team dynamics
 - d. Organizational development, leadership, organizational communication
- 1.5 Which of the following components of emotional intelligence refers to the ability to control disruptive impulses and regulate one's behaviour?
- a. Managing emotions
 - b. Self-motivation
 - c. Self-awareness
 - d. Handling relationships

- 1.6 A company wants to explore in detail how employee motivation impacts productivity. The management team wants to gather rich, qualitative data based on personal experiences and insights shared over time.
- Survey method – uses structured questionnaires to gather data from a large sample
 - Observational method – involves watching and recording behaviour without direct interaction
 - Case study method – involves conducting in-depth interviews with a small group of employees
 - Experimental method – involves manipulating motivation levels and measuring productivity change
- 1.7 In the hiring process, which KSAO element is most likely to be assessed using a written test?
- Skills
 - Abilities
 - Knowledge
 - Other characteristics
- 1.8 Which of the following tests were used to assess the intelligence of soldiers during World War I?
- Army Alpha and Army Beta Tests
 - Stanford-Binet Intelligence Test
 - Wechsler Adult Intelligence Scale
 - Minnesota Multiphasic Personality Inventory (MMPI)
- 1.9 What is the primary purpose of writing task statements in job analysis?
- To develop training materials
 - To define the salary range for a position
 - To describe specific job duties or responsibilities
 - To evaluate employee performance
- 1.10 Who led the development of the Army General Classification Test (AGCT) during World War II, which classified over 10 million soldiers based on their learning ability?
- Robert Yerkes
 - Walter Bingham
 - Lewis Terman
 - Alfred Binet
- 1.11 In which year was the American Psychological Association (APA) founded?
- 1856
 - 1920
 - 1892
 - 1976

- 1.12 Which of the following pioneers conducted the time and motion studies that focused on improving workplace efficiency?
- Frank Landy
 - Elton Mayo
 - Frank and Lillian Gilbreth
 - William James
- 1.13 Which of the following task statements refers to managing daily small cash transactions?
- Preparation of the annual budget
 - Locking interview rooms
 - Update ledgers
 - Handle the petty cash
- 1.14 Hugo Münsterberg's book "Psychology and Industrial Efficiency" was divided into three parts. What did the section "The best possible work" primarily focus on?
- Methods to improve workplace safety
 - Factors influencing worker efficiency and productivity
 - Employee satisfaction surveys
 - Psychological techniques for advertising
- 1.15 In which year was the Society for Industrial and Organizational Psychology (SIOP) founded?
- 1945
 - 1952
 - 1901
 - 1865
- 1.16 Which of the following is a common organizational use of the Myers-Briggs Type Indicator (MBTI)?
- Diagnosing mental health conditions
 - Measuring IQ scores
 - Evaluating employee job performance
 - Career counselling and team building
- 1.17 Who founded the Psychological Corporation in 1921 to distribute psychological tests?
- Wilhelm Wundt
 - James Cattell
 - Paul Muchinsky
 - John Campbell

- 1.18 Which Holland personality type is best suited for careers involving hands-on work and practical problem solving?
- a. Realistic
 - b. Artistic
 - c. Social
 - d. Conventional
- 1.19 Which of the following psychometric tests is best designed to assess technical or professional expertise related to a job?
- a. Personality Test
 - b. Integrity test
 - c. Knowledge test
 - d. Cognitive ability test
- 1.20 Which of the following elements is most typically included in a formal job description rather than a job specification?
- a. Sensory and emotional requirements of the role
 - b. Minimum educational qualifications needed
 - c. Specific duties and responsibilities assigned to the position
 - d. Required years of professional experience

INDEX NO:

ANSWER SHEET FOR SECTION – 1

Q. No.	(a)	(b)	(c)	(d)
1.1				
1.2				
1.3				
1.4				
1.5				
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1.18				
1.19				
1.20				

INDEX NO:

SECTION 2: SHORT ANSWER QUESTIONS (60 MARKS)

All Questions are compulsory.

2.1 Define Industrial and Organizational (I/O) Psychology. (5 Marks)

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2.2 Briefly explain the main approaches of Industrial and Organizational (I/O) psychology, providing examples for each area. (5 Marks)

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2.3 List the five (05) major traits of the Big Five Model of personality. (5 Marks)

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- 2.4 Briefly describe how intelligence, as an individual difference, impacts the field of Industrial and Organizational (I/O) Psychology. (5 marks)

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- 2.5 Define ergonomics and name two (02) key focus areas of ergonomics. (5 Marks)

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- 2.6 Briefly describe two (02) common applications of assessment centres in organizational processes. (5 marks)

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- 2.7 What is the Hawthorne Effect, and what are the new concepts it introduced to the development of industrial and organizational psychology? (5 marks)

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- 2.8 Briefly describe two (02) methods used to collect job-related information. (5 marks)

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- 2.9 Briefly explain the role of an Industrial and Organizational (I/O) Psychologist in the job analysis process. (5 marks)

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BSC HONS IN PSYCHOLOGY
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 CONTINUOUS ASSESSMENT TEST – NBT 1 – 2024/2025 – SEMESTER II

2.10 What is the name of the tool developed to manage realistic expectations of applicants regarding the job, and name two forms in which it can be presented? *(5 Marks)*

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2.11 Name the five (05) stages of the research process. *(5 Marks)*

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2.12 Briefly describe two (02) main functions of the Society for Industrial and Organizational Psychology (SIOP). *(5 marks)*

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-----END OF QUESTION PAPER-----