



COLLEGE OF BUSINESS AND ECONOMICS

PROGRAMME IN INDUSTRIAL PSYCHOLOGY

AUCKLAND PARK / DOORNFONTEIN CAMPUS

JANUARY SUPPLEMENTARY EXAM 2018

MODULE: INDUSTRIAL PSYCHOLOGY 1B

MODULE CODE: IPS21B1 / BSK1B01

PAGES: 10

DATE: JANUARY 2018

DURATION: 90MIN

TIME:

MARKS: 100 MARKS

EXAMINER(S): MS. YOLANDÉ COETZEE MR THEMBA MFANISELWA

MODERATOR(S):

INSTRUCTIONS

- The paper consists of two sections; Ergonomics (50 marks) and Consumer Psychology (50 marks).
- The Ergonomics and Consumer Psychology sections must be answered in two separate books.
- Number your answers clearly.
- Write neatly and legibly.
- The multiple choice questions must be answered at the back of both exam books and in pen.
- Write your name and student number on the front page of each exam book.
- The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.

QUESTION 3**[3 Marks]**

- 3.1 Define Weber's law in the context of the differential threshold and cite an example of Weber's law in practice. (3)

QUESTION 4**[6 Marks]**

- 4.1 Talk briefly about market segmentation, targeting, and positioning. (6)

QUESTION 5**[4 Marks]**

- 5.1 What is subliminal perception? (1)
- 5.2 Provide an example of how subliminal perception has been used in marketing. (1)
- 5.3 Is there strong evidence that using subliminal advertising persuades people to buy goods or services? Motivate your answer. (2)

QUESTION 6**[10 Marks]**

- 6.1 Briefly discuss the concepts of research validity and reliability. (2)
- 6.2 Briefly describe the four components of self-image. (8)

[TOTAL 100 Marks]