



COLLEGE OF BUSINESS AND ECONOMICS

NORMAL EXAMINATION 2018

DEPARTMENT INDUSTRIAL PSYCHOLOGY AND PEOPLE MANAGEMENT

MODULE NAME INDUSTRIAL PSYCHOLOGY 1B

MODULE CODE BSK1B01/IPS21B1

DURATION 3 HOURS

TOTAL MARKS 100

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INTERNAL MODERATOR Prof C HILL

GOOD LUCK!!

INSTRUCTIONS TO CANDIDATES:

- The paper consists of two sections; Ergonomics (50 marks) and Consumer Psychology (50 marks).
- Number your answers clearly.
- Write neatly and legibly.
- 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.

SECTION A: ERGONOMICS

[SECTION TOTAL: 50 Marks]

Question 1

[15 Marks]

Choose the one alternative that best completes the statement or answers the question.

- 1.1 The two main areas Ergonomics can be applied to, may be categorised as:
- a) Work system design and product design
 - b) Manual systems and organisational systems
 - c) Industrial psychology and engineering
 - d) None of the above
- 1.2 A condition or set of conditions that has the potential for causing an accident or other harmful outcome is known as:
- a) a hazard
 - b) an occupational error
 - c) danger
 - d) all of the above
- 1.3 Which of the following is not an effect on noise on humans:
- a) Distraction
 - b) Negative emotions
 - c) Permanent Hearing loss
 - d) Heat stress
- 1.4 The type of injuries or occupational disorders that result from an extended or repetitive exposure to a harmful work condition is known as:
- a) allergic occupational exposure
 - b) single-incident trauma
 - c) toxicology
 - d) cumulative trauma disorder
- 1.5 The hearing sensory memory is called
- a) tympanic storage
 - b) iconic storage
 - c) echoic storage
 - d) the ossicle

- 1.6 In the South African context, the Compensation for Occupational Injuries and Diseases Act, No. 130 of 1993 _____.
- a) regulates the health and safety of persons at work and those in connection with the use of plant and machinery.
 - b) provides for protection of the health and safety of employees and other persons at mines.
 - c) regulates the payment reimbursement to persons who are injured or contract a disease while working.
 - d) determines and establishes best practice that promotes positive safety, health and environmental outcomes in the construction industry.
- 1.7 The South African legislation that prescribes the appointment of health and safety representatives in the workplace is the:
- a) Compensation for Occupational Injuries and Diseases Act
 - b) Occupational Health and Safety Act
 - c) Workmen's Compensation Act
 - d) All of the above
- 1.8 Mpho re-designs a machine to reduce the noise experienced by its users. This is an example of:
- a) engineering control at source
 - b) administrative control to avoid hearing damage
 - c) engineering control at the receiver
 - d) engineering control at the path
- 1.9 The _____ method of job evaluation is difficult for most employees to understand because of its complexity.
- a) factor comparison
 - b) graphical rating scales
 - c) wage structuring
 - d) performance rating
- 1.10 Planning is a mental process that may include:
- a) scheduling
 - b) designing
 - c) scheming
 - d) all of the above

- 1.11 Within the human-machine system, the keyboard of a computer, is an example of:
- a) the controls of the machine
 - b) the process of the machine
 - c) the display of the machine
 - d) the output of the machine
- 1.12 To determine the relative worth of jobs at JM Telecommunications, the HR team must conduct _____.
- a) job analysis
 - b) performance management
 - c) job specification
 - d) job evaluation
- 1.13 _____ assigns point values to the individual factors that make up a given job, and then sums the points to obtain a total score for the job. The scores of all jobs are then organised into a job hierarchy based on their scores, and these scores are used to establish the wage structure.
- a) Factor Comparison Method
 - b) Job Classification Method
 - c) Paired Comparisons
 - d) Point-Factor Method
- 1.14 When applying the job classification method, evaluators use _____ as the basis for classifying jobs.
- a) paired comparisons
 - b) grade descriptions
 - c) job specifications
 - d) subfactors
- 1.15 Jabu, a senior manager at Khula Construction, provides a comprehensive written report on the performance of his team. This performance appraisal technique is regarded as the _____.
- a) critical incident
 - b) checklist
 - c) essay
 - d) non-graphical rating

Question 2

[10 Marks]

Write 'T' if the statement is true and 'F' if the statement is false.

- 2.1 A job description is the systematic method for assessing the relative values of jobs in an organisation and for determining an appropriate wage or salary structure for those jobs.
- 2.2 Industries such as mining, construction and transportation have a relatively higher frequency of fatal and nonfatal injuries than the services industry.
- 2.3 Most jobs require combination of physical and cognitive work load.
- 2.4 The wage range of the wage structure are one of the factors that influences an organisation's wage structure.
- 2.5 Luminous flux is energy emitted in a given direction.
- 2.6 Fitting the job to the person (FJP) recommends that workers be selected on the basis of their mental aptitudes and physical characteristics for a particular job opening.
- 2.7 Response execution involves both cognitive and physical elements.
- 2.8 Cognitive tasks related to problem solving include diagnosis and trouble shooting.
- 2.9 Age and fatigue are some of the factors that significantly correlate with accident rates.
- 2.10 In ergonomics, the category of temperature hazards includes equipment that is too hot or too cold as well as fire hazards.

Question 3

[12 Marks]

Provide a schematic representation of the human-machine system.

Question 4

[9 Marks]

Employees in a control room should have the ability to cope with multiple input channels but focus on only one channel for a sustained period of time. Their attention should not be distracted by others, which can be considered as noise.

- 4.1 Which factors can affect employees' ability to focus their attention on one stimulus? (3)
- 4.2 Briefly discuss three factors that may influence the difficulty and speed of such employees to respond to stimuli and take the necessary action. (6)

Question 5

[4 Marks]

Human beings commit errors no matter how well trained and motivated they are. However in the workplace, the consequences of such human failure can be severe. Briefly explain the two types of human errors in the context of industrial accidents. Also provide an example for each.

SECTION B: CONSUMER PSYCHOLOGY**[SECTION TOTAL: 50 Marks]****Question 1****[15 Marks]**

Choose the one alternative that best completes the statement or answers the question.

- 1.1 Alice needs a new cell phone, but is anxious about which phone she should buy. Many of her friends own popular phone models but complain about lost calls and short battery life. While she has identified several attractive phone models, she doesn't feel like she can really try the phones out in such an artificial setting and is nervous that she might pick a phone that doesn't work as well as she had hoped. Alice perceives _____ associated with the purchase of a new phone.
- a) financial risk
 - b) physical risk
 - c) time risk
 - d) functional risk
- 1.2 Whereas the _____ focuses on fulfilling the needs of target consumer markets more effectively than competitors, the _____ requires marketers to balance society's interests with the needs of the consumers and marketers.
- a) marketing concept; societal marketing concept
 - b) consumer marketing concept; societal marketing concept
 - c) production concept; marketing concept
 - d) societal marketing concept; marketing concept
- 1.3 _____ are moral principles that govern marketers' behaviour.
- a) Marketing objectives
 - b) Consumer protection laws
 - c) Legal standards
 - d) Marketing ethics
- 1.4 A consumer is most likely to use _____ when purchasing a new, updated version of something that he or she has purchased before, such as replacing an old laptop with a new one.
- a) extensive problem solving
 - b) economic problem solving
 - c) limited problem solving
 - d) passive problem solving

- 1.5 The purpose of rehearsal is to hold information in short-term storage long enough for _____ to take place.
- a) recall
 - b) retrieval
 - c) involvement
 - d) encoding
- 1.6 _____ is the process and tools used to study consumer behaviour.
- a) Behavioural targeting
 - b) Consumer research
 - c) Psychoanalysis
 - d) Dynamic marketing
- 1.7 When an individual organises their perceptions so that they form a complete picture, he/she express their need for _____
- a) closure
 - b) grouping
 - c) interpretation
 - d) peer pressure
 - e) figure-and-ground relationships
- 1.8 The driving force within individuals that impels them to action is known as:
- a) a goal
 - b) motivation
 - c) a need
 - d) personality
- 1.9 The point at which a person can detect a difference between “something” and “nothing” is that person’s _____ for that stimulus.
- a) adaptation level
 - b) absolute threshold
 - c) just noticeable difference
 - d) differential threshold
 - e) sensory adaptation

- 1.10 Aaron is looking to buy a new TV set. He knows from friends that LCD set screens reflect less light than plasma set screen, but that LCD sets are also more subject to blurring than plasma sets. This is an example of the _____ component of his attitude toward HDTVs.
- a) conative
 - b) objective
 - c) cognitive
 - d) affective
- 1.11 _____ portray consumers' attitudes with regard to an attitude object as a function of consumers' perceptions and assessment of the key attributes or beliefs of that object.
- a) Multi-attribute attitude models
 - b) Functional models
 - c) Dual mediation models
 - d) Cognitive dissonance theories
- 1.12 Microsoft wants to measure public attitudes toward the default media-playing software included in its Windows operating system. Which of the following types of multi-attribute attitude models would be the best to use?
- a) Theory-of-reasoned-action model
 - b) Trying-to-consume model
 - c) Attitude-toward-object model
 - d) Attitude-toward-behaviour model
- 1.13 For _____ purchases, consumers are more likely to be narrow categorisers, whereas for _____ purchases, consumers are more likely to be broad categorisers.
- a) high involvement; low involvement
 - b) brand equity; brand loyalty
 - c) evoked set; shaped
 - d) massed; distributed
- 1.14 The process of dividing a market into distinct subsets of consumers with common needs or characteristics is known as _____.
- a) target marketing
 - b) market segmentation
 - c) mass marketing
 - d) the marketing concept

- 1.15 Comments of a friend, an editorial in the newspaper, and usage of a product by a family member are examples of _____.
- a) output factors
 - b) process factors
 - c) marketing inputs
 - d) sociocultural inputs

Question 2

[12 Marks]

Write 'T' if the statement is true and 'F' if the statement is false.

- 2.1 For each individual, reality is not based on that person's needs, wants, values, and personal experiences.
- 2.2 The minimal difference that can be detected between two similar stimuli is called the Differential threshold.
- 2.3 Consumers are always aware of their decisions and can rationalise their consumption behaviours.
- 2.4 Quantitative research findings are usually generalised to the larger population.
- 2.5 Marketers can take advantage of people's frustrations by portraying their products as means to resolve a particular set of frustrations.
- 2.6 A company that employs a mass marketing strategy typically offers a variety of specialised products.
- 2.7 People who are high in dogmatism are more likely to prefer innovative products to established or traditional alternatives.
- 2.8 Marketers use segmentation research to identify the most appropriate media in which to place advertisements.
- 2.9 Demographic variables can reveal ongoing trends that signal business opportunities, such as shifts in age, gender, and income distribution.
- 2.10 Consumers who have strong links to particular brands see such brands as representing an aspect of themselves.
- 2.11 The purpose of recognition and recall tests is to determine whether consumers remember seeing an ad and the extent to which they have read it and can recall its content.
- 2.12 Children are less likely than adults to imitate the behaviour they see on TV with little or no evaluative judgment.

Question 3

[6 Marks]

Consumers handle perceived risk differently and this has major implications for companies that may want to introduce new products on the market. Briefly explain six ways how consumers handle risk.

Question 4**[6 Marks]**

A pet food distribution company wants to change its business orientation from the production to the marketing concept. Advise them by comparing the production concept and the marketing concept on three major points.

Question 5**[3 Marks]**

What is observational research, and why would marketers use it?

Question 6**[2 Marks]**

What is consumer ethnocentrism? Also provide an example.

Question 7**[3 Marks]**

To marketers, a high degree of brand loyalty is the most desired outcome of consumer learning and an indication that they have effectively “taught” consumers a given behaviour. Which factors may influence the brand loyalty of consumers?

Question 8**[3 Marks]**

Provide an example of an advertisement that used deceptive or false promotional claims.

[Total: 100 Marks]

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