



COLLEGE OF BUSINESS AND ECONOMICS

SUPPLEMENTARY EXAMINATION 2018

DEPARTMENT INDUSTRIAL PSYCHOLOGY AND PEOPLE MANAGEMENT

MODULE NAME INDUSTRIAL PSYCHOLOGY 1B

MODULE CODE BSK1B01/IPS21B1

DURATION 3 HOURS

TOTAL MARKS 100

EXAMINER Mr MA THEMBA/ Ms N MORTON

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 FJP (Fitting the job to the person) 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

[25 Marks]

Suppose you are invited to develop a comprehensive strategy to facilitate the introduction and implementation of ergonomics in the local mining industry, thereby contributing to initiatives aimed at the management of health and safety risks in mines.

- 3.1 Briefly explain the objectives and benefits of ergonomics that you will consider before designing such a strategy for the local mining industry. (7)
- 3.2 If noise is a challenge in this local mining industry, graphically illustrate how you would design engineering controls for noise abatement. (3)
- 3.3 Briefly explain the two types of human errors in the context of industrial accidents that you would consider in this local mining environment. Also provide an example for each. (4)
- 3.3 Briefly describe the three categories of materials that can cause safety or health hazards to employees in this local mining industry. (6)
- 3.4 Suppose the lack of attention or boredom has been identified as a cause of accidents among some of the mining employees. Provide five examples factors that may lead to boredom among employees. (5)

Question 1**[15 Marks]**

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

- 1.1 Thando has avoided purchasing a new laptop because prices keep falling and he is worried that, if he buys a laptop today, the same laptop will be cheaper in six months. Thando perceives _____ associated with the purchase of a new laptop.
- a) financial risk
 - b) social risk
 - c) psychological risk
 - d) functional risk
- 1.2 In consumer research, _____ is information that has already been collected for some other purpose, and is often helpful in designing a new research project.
- a) primary research
 - b) secondary data
 - c) experimentation
 - d) segmentation
- 1.3 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
- 1.4 _____ are sought outcomes to be achieved by using a given product or service.
- a) Objective goals
 - b) Generic goals
 - c) Subjective goals
 - d) Product-specific goals

- 1.5 The minimal difference that can be detected between two similar stimuli is called the _____.
- a) perceptual threshold
 - b) differential threshold
 - c) sensory threshold
 - d) absolute threshold
- 1.6 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
- 1.7 Bontle is a heavy coffee drinker and a friend recommends that she try Sunrise Coffee, a new coffee house in town, because it sells delicious coffee. Bontle replies that she really prefers to drink her coffee in the peace and quiet of her own home. One morning, Bontle decides to stop by Sunrise and is greeted by a cheerful staff and a great-tasting coffee, all of which put Bontle in a good mood. Upon arriving at work, a co-worker comments on her alert up-beat attitude that morning. Bontle replies that it must be the great weather that day, sunshine after a week of solid rain. The following morning, Bontle recalls what a pleasant experience she had at Sunrise and decides to go again.
- Bontle's new attitude toward, and repeat patronage of Sunrise Coffee is function of the _____ of the tricomponent attitude model.
- a) utility component
 - b) affective component
 - c) defensive component
 - d) cognitive component
- 1.8 If Mapule faces a problem with her teeth, seeks a solution from her dentist, accepts the information, and starts using a different toothpaste that solves the problem, she is engaging in a process called _____.
- a) passive learning
 - b) incidental learning
 - c) behavioural learning
 - d) cognitive learning

- 1.9 Attitude-toward-object, attitude-toward-behaviour, and theory-of-reasoned-action models are examples of _____.
- a) multi-attribute attitude models
 - b) functional models
 - c) dual mediation models
 - d) cognitive dissonance theories
- 1.10 Cognitive learning theory suggests that _____.
- a) the kind of learning most characteristic of human beings is problem solving, which enables individuals to gain some control over their environment
 - b) a person's level of involvement during message processing is a critical factor in determining which route to persuasion is likely to be effective
 - c) most individual learning occurs in a controlled environment in which individuals are "rewarded" for choosing an appropriate behaviour
 - d) conditioned learning results when a stimulus that is paired with another stimulus that elicits a known response serves to produce the same response when used alone
- 1.11 Lesego feels that shopping in second-hand clothing shops shows a lack of class and sophistication. This attitude would be captured by which of the following multi-attribute attitude models?
- a) Theory-of-reasoned-action model
 - b) Trying-to-consume model
 - c) Attitude-toward-object model
 - d) Attitude-toward-behaviour model
- 1.12 _____ are moral principles that govern marketers' behaviour.
- a) Marketing objectives
 - b) Consumer protection laws
 - c) Legal standards
 - d) Marketing ethics

- 1.13 According to the societal marketing concept, _____.
- a) fast-food restaurants should develop healthier foods that contain less fat and starch
 - b) marketers should use professional athletes in liquor and tobacco advertisements
 - c) marketers should teach young drivers to get the most out of their cars by driving them as fast as possible
 - d) toy manufacturers should manufacture their products out of the cheapest materials possible, regardless of where those materials come from or what potential contaminants they may contain
- 1.14 When Henry Ford introduced the first affordable, mass-produced car, he stated that consumers “can have a car in any colour they want, as long as it is black.” Offering the same product to all consumers in this fashion is known as _____.
- a) mass marketing
 - b) behavioural targeting
 - c) benefit segmentation
 - d) micro-targeting
- 1.15 A _____ is the selection of an option from two or more alternative choices.
- a) mood
 - b) decision
 - c) consumer model
 - d) Hobson's choice

Question 2

[12 Marks]

Write ‘T’ if the statement is true and ‘F’ if the statement is false.

- 2.1 Marketers are much more interested in what consumers objectively know about their products than what they perceive.
- 2.2 The minimal difference that can be detected between two similar stimuli is called the absolute threshold.
- 2.3 Secondary data can be obtained more cheaply and quickly than primary data.
- 2.4 Qualitative research findings are usually generalised to the larger population.
- 2.5 One advantage of segmented marketing is that it costs less in terms of advertising campaign costs and production costs of a standardised product.
- 2.6 Most marketers prefer to target consumer segments that are relatively stable in terms of demographic and psychological factors and needs that are likely to grow larger over time.
- 2.7 Psychographic research is commonly referred to as lifestyle analysis.

- 2.8 Rehearsal is the process by which we select a word or visual image to represent a perceived object.
- 2.9 Marketers can take advantage of people's frustrations by portraying their products as means to resolve a particular set of frustrations.
- 2.10 The number of alternatives available when making a purchase decision does not affect the decision-making process.
- 2.11 Consumers who have strong links to particular brands see such brands as representing an aspect of themselves.
- 2.12 As a result of the increasing criticism directed at product placements as a form of masked advertising, companies are forecast to steadily decrease expenditures on branded entertainment.

QUESTION 3

[3 Marks]

Define Weber's law in the context of the differential threshold and cite an example of Weber's law in practice.

QUESTION 4

[6 Marks]

Talk briefly about market segmentation, targeting, and positioning.

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

[2 Marks]

Data collection instruments in consumer research include questionnaires, personal inventories and attitude scales. These instruments are usually pretested to ensure the validity and reliability of the research. Briefly explain the concepts of research validity and reliability.

QUESTION 7

[8 Marks]

Consumer behaviour researchers have identified four components of self-image that tend to guide the purchase behaviour of consumers. Briefly describe these four components of self-image.

[Total: 100 Marks]

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