



PRINCE OF SONGKLA UNIVERSITY
FACULTY OF ENGINEERING

Final Examination : Semester 2
Date : 28 Feb, 2011
Subject : 225-464 Industrial Psychology

Academic Year : 2010
Time : 13:30 - 16:30
Room : R 200

คำสั่ง

1. ในกระดาษคำถาม 9.หน้า รวมหน้าปก (นับให้ครบก่อนลงมือทำ)
 2. ห้ามการหยิบยืมสิ่งใด ๆ ทั้งสิ้น จากผู้อื่น ๆ เว้นแต่ผู้คุมสอบจะหยิบยืมให้
 3. ห้ามนำส่วนใดส่วนหนึ่งของข้อสอบออกจากห้องสอบ
 4. ผู้ที่ประสงค์จะออกจากห้องสอบก่อนหมดเวลาสอบ แต่ต้องไม่น้อยกว่า 30 นาที ให้ยกมือขออนุญาตจากผู้คุมสอบก่อนจะลุกจากที่นั่ง
 5. ผู้ที่ปฏิบัติเข้าข่ายทุจริตในการสอบ ตามประกาศคณะวิศวกรรมศาสตร์ **มีโทษ คือ ปรับตกในรายวิชาที่ ทฤษฎี และพักรการเรียน 1 ภาคการศึกษา**
 6. ให้ทำในกระดาษคำตอบเท่านั้น ตอบนอกกระดาษ คำตอบไม่มีคะแนน
 7. เขียน ชื่อ หรือรหัส ในกระดาษคำตอบทุกหน้าก่อนเริ่มทำ เพื่อป้องกันความสับสน ในกรณีกระดาษคำตอบหลุดจากฉบับ
 8. ให้นักศึกษาสามารถนำสิ่งต่อไปนี้เข้าห้องสอบได้
 - เอกสารคำสอนที่แจกในห้องเรียนเท่านั้น (บทที่ 1-8) สามารถมีบันทึกเพิ่มเติมในเอกสารชุดนี้ได้
 - นำ Dictionary และ เครื่องคิดเลข เข้าห้องสอบ ได้ (ห้ามบันทึกข้อมูลที่เกี่ยวข้องกับวิชานี้)
- ห้ามนำ Notebook เข้าห้องสอบ
9. ให้ทำข้อสอบโดยใช้ ดินสอ ปากกา

ผู้ออกข้อสอบ ผศ.ดร.กลางเดือน โพนนา

Case	1	2	3	4	5	Total
Full	10	10	10	20	10	60
Your score						

ba da

Student name :code :

Read the following case studies and answer the following questions:

Case 1: The Job Application (10)

Your former subordinate has come to you for confidential advice. He resigned from your company 2 years ago due to his family problem. He is a recent widower with three children who has no close friends or family in the area. A severe recession has left him jobless for 18 months. His skills are not in demand. Six months ago he started looking outside his field, increasingly willing to take anything. But even minimum wage positions were scarce and did not pay enough for one person to live on, much less four. He is deep in debt and has filed for bankruptcy. He is three months overdue on the rent and has been served with an eviction notice. He has been trying to keep a cheerful, hopeful attitude for the children, who so far don't know the extent of the family's sadness.

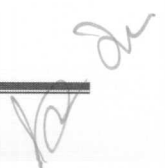
Now a job he applied for 12 months ago has come up. The salary is higher than any he's ever received and the benefits package would cover his whole family. He was told the choice is between him and one other person, but he has to swear in writing that he has never taken illegal drugs. Trouble is; he has. He used to smoke marijuana, not a lot, but regularly. He has never taken any other illegal drug, and he doesn't use marijuana anymore either. He has asked you whether he should lie on the application or not. What do you say?



Student name :code :

Case 2: A metal fabricating company (10)

Woranart worked as a factory manager in a car assembly company for ten years. Last year he resigned from the car company and moved to a metal fabricating company in Lopburi. Woranart was appointed to be the general manager of the new company. The general manger is a “new position” in this company. This company has been successful and after 25 years, employs 250 people in the plant and 150 in the office. In evaluating the company, he sees much duplication: 5 accountants could do the job that 20 now handle. In both office department and production department, the company has over hired. Cutting back would dramatically improve the company’s profits. But the company is a small, close-knit community and the employees have long service records. More than 60% of the employees are above 40 years of age. The average salary of this company is relatively high comparing with others in the same area. Since the company has a life time employment policy and the strong community association, the employees know that they will not be asked to leave their jobs even they have non-effective performance. It is also found that the production department and the office do not get along well, due to the conflict of their department managers. Most of middle managers are independent and have long experience in this company. In the past the company did not have the general manager, therefore, the middle managers had to report their work directly to the president. However, after Woranart joined this company, it is still found that they often report their works to the president without informing Woranart. What is your recommend to Woranart?



Student name :code :

Case 3: Poly Private Limit (10)

Poly Private Limited is a small company, which manufactures plastic products such as mugs, buckets, and other household utility products. This company, which is situated in an small village near Hatyai, has typical labor needs. Since quite a few operations including packing of products are done manually, the company employs 100 workers on the shop floor. The company supplies its products to retailers in and around Hatyai. The top-management of this company, which comprises of the members of Sunee's family (this is a family- managed business), decided to implement 5S in the company in 2012.

The company has a bad record in industrial relations since workers in the past have had several problems pertaining to wages and working conditions. The company provides minimal benefit for workers. The workers still work in this company because there is only one company in this village. The workers and production supervisors always have conflict with Kittisak who is HR (Human Resource) manager. Kittisak is also one member of Sunee's family. He graduated from a faculty of Computer Science in a famous university in USA two years ago and immediately joined this company after his graduation. He wants to be a teacher in a computer class in a school. His dream could not come true, since the family wants him to help family's business. Due to his lack of mechanical and manufacturing knowledge, he is appointed to be a HR manager of the family's factory.

Three years ago, Sunee, as a factory manager, tried to introduce 5S program but was not successful. Now Sunee thinks that with the help of Kittisak, she should be able to re-implement 5S. What should Sunee start?

Student name :code :

Case 4: Beta Water Purifiers (20)

Patara is a sales representative with Beta Water Purifiers. Patara is a star sales representative with the highest sales turnover record for 5 consecutive months. He is an aggressive and a dynamic sales person with a strong target-orientation. His marketing manager Nukrom is very proud of his accomplishments. Based on his performance appraisal, Patara has been promoted to the rank of Assistant Manager (Marketing). He is now required to supervise the work of 6 sales representatives and to manage sales targets for his area.

After working as an Asst. Marketing Manager, Patara set the targets for the first month and communicated these to the sales representatives in a direct and explicit manner. 4 sales representatives found the targets to be too ambitious but reserved their comments. After the meeting they discussed the issue informally and dispersed. Patara called the fortnightly review meeting to take stock of the situation. He was extremely disappointed to know that all the six representatives were trailing behind in target achievement. He was very blunt in communicating his disappointment and told their team to get their targets by the end of the month. After the meeting, all the six representatives expressed their displeasure with the meeting and found the demand of Patara unreasonable. They commonly perceived him to be a difficult person to deal with. They thought of approaching Nukrom for this. Tarapong and Maneerat, two of the representatives met Nukrom and discussed this with him. Nukrom was a little upset with Patara, but he thought to himself that Patara is very efficient but lacks tact to work with people. He assured the duo that he will speak to Patara in this regard.

Nukrom called Patara for an informal chat and advised him to go a little easy with people. Patara was clearly agitated about this since he took this as a personal affront, as he sensed during this meeting that someone must have complained about his behavior to Nukrom. Instead of going easy with the team, he turned more bitter in his approach. He called a meeting of all the sales representatives, and indirectly communicated his displeasure with the incident. He once again made it clear that the targets were attainable but needed a greater sense of commitment from the group. Obviously the sales representatives did not like this. At the month-end briefing, Patara was absolutely disappointed with the team for having under-achieved on the targets' count. He rebuked them for going slow on their work and told them sternly to adhere to the targets in the next month. Maneerat, one of the sales representatives, objected to highly monthly targets and suggested that the targets be made more reasonable. Patara retorted by saying that the targets were absolutely reasonable. Obviously the team was disheartened with this. They all decided to collectively approach Nukrom this time and seek his intervention. When they met Nukrom to brief him about the situation, Nukrom was sure that he had made a mistake somewhere.

4.1) What happened when Patara got promoted to the position of Asst. Manager (Marketing)? Why did this happen?

4.2) What should Nukrom do to solve this problem?

4.3) If you were entrusted with the responsibility of managing 6 sales representatives & creating an effective sales team, how would you do it?

Student name :code :

Case 5: Job finding. (10)

The fantasy company Co.,Ltd., one of the most famous plastic product company in Thailand wants to recruit new production engineer to work in plastic bag production line in Saraburi. You want to apply to this company. Please fill in the job application form with your own information. (Some information can be assumed **as necessary**).

Job Application

1. Position Applied For: _____

2. ID No.: _____

3. Full legal Name: _____

Last Name First Middle

4. Home Phone: _____ Business Phone _____

5. Street Address: _____

6. E-mail Address: _____

City State Zip

7. Your personal interests: _____

8. Name and Location of Educational Institution: Degree Received Major / Specialty Dates graduated

8a. _____

8b. _____

8c. _____

9. If you plan to complete an educational program in the future, then indicate the GPA, Completion Date and degree or program to be completed

10. Work Experience: Start with the most recent work experience. Describe all traditional, military and voluntary work experience. Describe your knowledge, skills and abilities that demonstrate your qualifications for the position for which you are applying.

Job Title _____

Employer Name _____

Employer Address _____

Job Duties: _____

Supervisor / Manager _____

Title _____

Final Salary _____

Dates (Month/ Year) _____ To _____

Reason for leaving :

Student name :code :

11. **Job Skills:** Use the following space to provide any additional information that you think would be helpful in our evaluation of your job application. This can include specialized training, seminars, workshops, accreditations, special achievements or valuable skills:

12. **Licenses Held:** (including drivers) or certifications to practice a trade or profession.
Type License Number Granted by (licensing board)

--	--	--

13. **References:**

List the full name, address, phone number and relationships of up to three persons that you'd like to use as a reference:

Full Name	Address	Phone Number	Relationship

14. **Miscellaneous Information:**

14a. Which shifts are you willing to accept: Day Evening Night Rotating Weekends

14b. Which job status are you willing to accept: Full-time Part-time

14c. Are you willing to travel: No Yes

14d. Please indicate your geographic

15. **Prior Convictions:**

Have you ever been convicted of any violation of law, including moving traffic violations: Yes No

If yes, then please provide the following:

Describe the Offense :

Statute / Ordinance (if known): Date of Charge:; Date of Conviction.....

County, City, and State of Conviction:

16. **Work Start Date:** When will you be available to start work? If you are available as soon as you given two weeks notice, then no dates are necessary.

____ Month ____ Day ____ Year

17. **Job Application Certification:**

I hereby certify that all entries on this job application and any attachments are true and complete. I also agree and understand that any falsification this information may result in my forfeiture of employment.

I understand that all information on this job application is subject to verification and I consent to criminal history and background checks. I also agree that you may contact references and educational institutions listed on this application

Dated _____ Job Applicant Signature _____