

UNIVERSITY EXAMINATIONS

UNIVERSITEITSEKSAMENS



**IOP3702**

October/November 2013

**PERSONNEL PSYCHOLOGY: ORGANISATIONAL ENTRY**

Duration 2 Hours

75 Marks

EXAMINERS  
FIRST  
SECOND  
EXTERNAL

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DR OM LEDIMO  
MR GJ STEYN

MR H VON DER OHE

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Closed book examination

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**This paper consists of 3 pages**

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**SECTION A****ANSWER ANY TWO (2) OF THE FOLLOWING THREE (3) QUESTIONS:**

- 1 What prevents people with an undergraduate qualification from passing themselves off as psychologists? Explain how and why psychologists are licensed and certified. In this context licensed and certified psychologists must always conduct themselves ethically. Within this environment, explain the importance of ethical conduct during the research process. (10)
- 2 In the process of data collection, the researcher needs to make decisions regarding various aspects. Firstly, the people from which the data will be collected should be identified. Secondly, the instruments or tools that are going to be used to gather the data should be identified. Within this context discuss:
  - a) Sampling (5)
  - b) Data gathering techniques (5)
 (10)
- 3 Report on various aspects of ethical and professional practice that are required to ensure fair and ethical psychological assessment. Your answer should refer to the following points:
  - a) test classification, (4)
  - b) training and registration of assessors, and (3)
  - c) ethical standards (3)
 (10)

**SECTION B****ANSWER ANY TWO (2) OF THE FOLLOWING THREE (3) QUESTIONS**

- 4 The manager of a large hardware store would like to start an "employee of the month" programme. In order to begin this process you need to:
  - a) Define and distinguish between conceptual and actual criteria. Also give an example of a conceptual and an actual criterion that the manager could use. (2)
  - b) The actual/observed criteria selected are never totally equivalent to the conceptual criteria we have in mind, so there will always be a certain (although unspecified) amount of distortion (deficiency and contamination). Explain the meaning of criterion deficiency, relevance and contamination. (10)
  - c) Illustrate the above by means of a diagram and further provide relevant examples to clarify your answer. (3)
 (15)
- 5 As the human capital manager you have been asked to develop a new selection strategy concerning testing for the organisation. Before formulating the strategy, you have to clarify certain aspects. Write a report on the new methods of assessing job applicants. You decide to focus on tests of emotional intelligence and online assessment of job applicants. (15)
- 6 *Affirmative action is a social policy aimed at reducing the effects of prior discrimination. It is a requirement under section 15(1) of the Employment Equity Act (EEA) to enforce affirmative action.* Discuss employment equity and affirmative considerations in recruitment, screening and selection. (15)

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**SECTION C****ANSWER ANY ONE (1) OF THE FOLLOWING TWO (2) QUESTIONS.**

- 7 Industrial psychologists are constantly faced with a host of practical problems. Understanding the research process helps them to solve these practical problems, apply the results of studies reported by others and assess the accuracy of claims made about new practices, equipment, etc. Discuss the five-step empirical research process in detail [25]
- 8 You have been tasked by management to implement a fair selection system that complies with the relevant legislation. Within the South African legal framework the concepts of fairness and bias are endorsed. To comply with the above you have to start with a thorough job analysis. Compile a work document that includes a discussion of the following
- a) The products of job analysis (5)
  - b) The job analysis process, the sources of information and types of information to be collected (10)
  - c) Lastly, also differentiate between the uses of the various job analysis methods and techniques (10)
- [25]

**TOTAL: [75]**