

An explicit finite-difference method is employed to study the MHD free convection heat generating fluid past an impulsively started vertical infinite plate when a strong magnetic field is applied perpendicular to the plate. The velocity and temperature profiles are shown on graphs and the results are discussed in terms of the non-dimensional parameters  $\beta_e$  (Hall parameter),  $\beta_i$  (ionslip parameter),  $\delta$  (heat source parameter), and Gr (Grashof number).