

PG-330

MSY-21

**M.Sc. DEGREE EXAMINATION —
DECEMBER, 2018.**

Second Year

Psychology

ORGANIZATIONAL BEHAVIOUR

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. Write a short note on dynamics of people and organization.
2. Enlist the determinants of job satisfaction.
3. State the various leadership styles.
4. Enumerate the causes of stress.
5. What are the key components of quality of work life?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Outline the models and approaches to organizational behaviour.
 7. Describe how reinforcement influences behaviour in organisation.
 8. Explain the theories of leadership.
 9. Discuss the organisational behaviour modification process.
 10. Give suggestions to resolve and manage stress in the organization.
 11. Apply Maslow's theory of motivation in organizational set up.
 12. Write an essay on organizational change and its effects.
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MSY-22

**M.Sc. DEGREE EXAMINATION –
DECEMBER, 2018.**

Second Year

**MARKETING PSYCHOLOGY AND CONSUMER
BEHAVIOUR**

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. State the basic concepts of marketing.
2. Identify the challenges in new product development.
3. Describe sales promotion.
4. Types of consumers- Discuss.
5. Enlist the family influences on consumers.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Describe market oriented strategic planning in detail.
7. Explain the components of marketing information system.
8. Sketch out a marketing research program for a new product.
9. Give suggestions to develop effective marketing communications.
10. Discuss market segmentation with suitable example.
11. Trace out the influence of culture and sub-culture on consumers.
12. Highlight the individual determinants of consumer behaviour.

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HUMAN RESOURCE MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. Differentiate Human Resource Management and Human resource planning.
2. How are Human Resources developed?
3. Define compensation and job evaluation.
4. Enlist types of discipline problems.
5. Write a short note on quality circles.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Explain the stages in selection process.
7. Describe various types of training.
8. Highlight the various forms and factors influencing collective bargaining.
9. Outline the need for industrial counseling.
10. Give suggestions to promote employee welfare programs in industries.
11. How can work environment be improved?
12. Write an essay on international human resource management.

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MSY-24

**M.Sc. DEGREE EXAMINATION –
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Second Year

Psychology

COUNSELLING AND BEHAVIOUR MODIFICATION

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any **THREE** questions.

Each answer should not exceed 1 page.

1. What is the basic assumption of person-centered counselling?
2. What is multicultural counselling?
3. State the basic concepts of behaviour modification.
4. Sketch out Premack's principle and Prompting.
5. What are the fundamental aspects of behaviour modification?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

Each answer should not exceed 4 pages.

6. Explain Gestalt approach to counseling in detail.
 7. Elaborate on assessment techniques in counselling.
 8. Discuss the advantages and disadvantages of group counseling.
 9. What are the characteristics of an effective counsellor? Highlight on ethical issues in counseling.
 10. Elaborate on relaxation techniques.
 11. Explain schedules of reinforcement and its application in behaviour modification techniques.
 12. Explain Beck's model and Ellis's Rational Emotive Therapy.
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MSY-25

**M.Sc. DEGREE EXAMINATION —
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Second Year

Psychology

HEALTH PSYCHOLOGY

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

Each answer should not exceed 1 page.

1. State the functioning of immune system.
2. Write a note on prevention and ways to quit smoking.
3. How health services are used and misused?
4. What are the psychological reactions of a patient to loss?
5. Enumerate the benefits of Yoga.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

Each answer should not exceed 4 pages.

6. Discuss the scope of health psychology and its relation to other fields.
7. Explain the use and abuse of drugs and ways to prevent and stop drug abuse.
8. Elaborate on the prevention and treatment of alcohol abuse.
9. What factors play a role in speedy recovery of a patient who is availing health service?
10. Highlight on Pain and its management.
11. Outline the nature of stress and various techniques used to cope with it.
12. Describe the ways of managing chronic and terminally ill and ways to improve their quality of life.
