

TAMIL NADU OPEN UNIVERSITY

Chennai- 15

School of Social Sciences

SPOT ASSIGNMENT

M.Sc. Psychology – Second Year

COURSE	COURSE CODE	ACADEMIC YEAR
Organizational Behaviour	MSY- 21	AY – 2017-18

Time: 1 Hour **Total Marks: 25**

Answer any FOUR questions

1. Explain the theoretical framework of organisational behaviour.
2. Critically analyse the various theories of motivation.
3. Discuss the different leadership theories.
4. Compare and contrast directive counselling and Non-directive counselling.
5. How can conflicts be resolved and managed effectively.
6. Give suggestions to enhance quality of work life in an organization.

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COURSE	COURSE CODE	ACADEMIC YEAR
Marketing Psychology and Consumer Behaviour	MSY- 22	AY – 2017-18

Time: 1 Hour

Total Marks: 25

Answer any FOUR questions

1. Highlight the scope of marketing psychology.
2. How will you chalk out marketing research program for a new product? Explain.
3. Describe the components of marketing information system.
4. Elucidate the process of developing and managing an advertising program.
5. Outline the meaning and patterns of market-segmentation.
6. Discuss the family and personal influences on consumer behaviour.

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COURSE	COURSE CODE	ACADEMIC YEAR
Human Resource Management	MSY- 23	AY – 2017-18

Time: 1 Hour **Total Marks: 25**

Answer any FOUR questions

1. Write an essay on recruitment and selection.
2. Describe the steps involved in performance appraisal in detail.
3. Explain the types, process and importance of collective bargaining.
4. Identify the employee problems and state the solutions to reduce employee problems.
5. Suggest strategies to improve work environment.

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COURSE	COURSE CODE	ACADEMIC YEAR
Counselling & Behaviour Modification	MSY- 24	AY – 2017-18

Time: 1 Hour **Total Marks: 25**

Answer any FOUR questions

1. List out the various approaches to counselling and elaborate the procedure and techniques of person-centred approach.
2. State the goals and ethical issues in counselling.
3. Explain the steps in the process of group counselling and mention its advantages over individual counselling.
4. Elaborate the procedure in relaxation techniques.
5. Give a detailed account on the components and uses of social skills training.

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COURSE	COURSE CODE	ACADEMIC YEAR
Health Psychology	MSY- 25	AY – 2017-18
Time: 1 Hour		Total Marks: 25

Answer any FOUR questions

1. Explain the functions of digestive system and respiratory system.
2. Discuss how alcohol abuse can be prevented and treated.
3. Identify the psychological problems of hospitalised patients. How can they be minimised?
4. Sketch out the various models of stress.
5. Write an essay on pain management.