

**PG – 660**

**MSY-21**

**M.Sc. DEGREE EXAMINATION —  
DECEMBER, 2019.**

**Second Year**

**Psychology**

**ORGANISATIONAL BEHAVIOUR**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions**

1. Define organizational behavior.
2. Explain types of motives.
3. What are the different leadership styles.
4. Enlist symptoms of stress.
5. Write notes on quality of work life.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Enumerate fundamentals of organizational behavior.
  7. Determinants and effects of job satisfaction- Explain.
  8. Elucidate impact of personality on organizational behavior.
  9. Meaning and types of communication- Discuss.
  10. Define stress and its coping strategies.
  11. Explain types of conflict and its management.
  12. Analyze the effects of organizational change.
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**PG-661**

**MSY-22**

**M.Sc. DEGREE EXAMINATION —  
DECEMBER, 2019.**

**Second Year**

**MARKETING PSYCHOLOGY AND CONSUMER  
BEHAVIOUR**

Time : 3 hours

Maximum marks : 75

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

1. Differentiate need, wants and demand.
2. What are the components of modern marketing information system?
3. Discuss the "FIVE Ms" in developing an advertising program.
4. Elaborate the factors that influence consumer satisfaction.
5. Elucidate the social and cultural determinants of Consumer behaviour.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Describe the four planning activities undertaken by corporate.
7. Discuss the factors influencing a new product success or failure.
8. Enumerate the steps in developing effective communication system.
9. Throw light on five stage model of consumer buying process.
10. Define consumer behavior. Discuss the psychological processes underlying it.
11. List out the major market segmentation variables.
12. What are the steps in effective marketing research?

**PG-662**

**MSY-23**

**M.Sc DEGREE EXAMINATION —  
DECEMBER, 2019.**

**Second Year**

**Psychology**

**HUMAN RESOURCE MANAGEMENT**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

**Each answer should not exceed 1 page**

1. Explain steps in human resource planning.
2. Elucidate the importance of psychological tests in selection.
3. Write notes on industrial counselling.
4. Total quality management - Discuss.
5. Motivation and reward system - Elaborate.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions

Each answer should not exceed 4 pages

6. Describe recruitment and selection process.
  7. Elucidate types of training.
  8. Enumerate various methods of performance appraisal.
  9. Explain the process of job evaluation.
  10. Describe about employee welfare safety measure
  11. Enumerate various employee problems.
  12. International human resource management - Discuss.
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**M.Sc. DEGREE EXAMINATION —  
DECEMBER, 2019.**

**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 exceeding 1 page.**

1. Explain the meaning and difference between guidance and counselling.
2. Elucidate the characteristics of counsellor.
3. What are the salient features of behaviour counselling?
4. Premack's principle and prompting — Discuss.
5. Meichenbauni's self instructional training — Elaborate.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

Each answer should not exceed 4 pages.

6. Describe various approaches to counselling.
7. Elucidate the components of social skills training.
8. Enumerate counselling process and ethical issues.
9. Explain the basic concepts of behaviour modification.
10. Describe about Jacobson's deep muscle relaxation technique.
11. Enumerate operant conditioning technique.
12. Rational emotive therapy — Discuss.

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**PG-664**

**MSY-25**

**M.Sc. DEGREE EXAMINATION —  
DECEMBER, 2019.**

**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. Explain the functioning of digestive system.
2. Enumerate ways for preventing and quitting smoking.
3. Write notes on patient–practitioners relationship.
4. Stages of acceptance by Kubler Ross –Discuss.
5. Management of chronic and terminally ill –  
Elaborate.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

Each answer should not exceed 4 pages.

6. Describe meaning of health psychology and its related fields.
7. Elucidate the reasons for use and abuse of alcohol.
8. Enumerate techniques for preventing and treating alcohol abuse.
9. Elaborate on the psychological problems of hospitalized patients.
10. Explain theories of stress.
11. Describe stress management techniques.
12. Role of Indian treatment –Discuss

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