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MSY-21

M.Sc. DEGREE EXAMINATION –
JUNE 2019.

Second Year

ORGANISATIONAL BEHAVIOUR

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

Each answer not to exceed one page.

1. Bring out the dynamics of people and organisation.
2. Relate selectivity and Organisation.
3. List out the different types of groups.
4. Enumerate the types of conflicts.
5. Write notes on employee assistance program.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

Each answer not to exceed 4 pages.

6. Describe the effect of organisational structure on behaviour.
 7. Critically analyse the various theories of motivation.
 8. Highlight the determinants of job satisfaction.
 9. Explain the different types of communication.
 10. Elaborate on the various types of counselling.
 11. Suggest the various stress management strategies.
 12. Enumerate the steps in Organisational behaviour modification Process.
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MSY-22

**M.Sc. DEGREE EXAMINATION –
JUNE 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. Identify the concept used in consumer behaviour.
2. What are the common errors in marketing research?
3. What is meant by public relations?
4. Bring out the key features of Market Segmentation.
5. How does the self concept develop?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Highlight the ways of measuring market demand.
 7. Distinguish between differentiating and positioning of products in the consumers mind and market.
 8. Describe the steps in marketing research program.
 9. Elaborate on the steps involved in managing and advertising program.
 10. Elucidate the ways of attracting and retaining customers.
 11. Explain the various attitude theories.
 12. Discuss the influence of social class, reference groups and family on consumer behavior.
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MSY-23

M.Sc. DEGREE EXAMINATION –
JUNE, 2019.

Second Year

Psychology

HUMAN RESOURCE MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. What are the various types of selection interviews?
2. How is employee testing conducted?
3. Write notes on collective bargaining.
4. Define industrial counseling.
5. Enlist the functions of participative management.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Describe the steps in human resource planning process.
7. Elucidate the methods of performance appraisal.

8. Discuss different types of reward systems or incentive patterns.
9. Give an account of the common employee problems.
10. Trace out the factors that support employee safety.
11. Explain what conditions will improve work environment.
12. Employee communication – Discuss.

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MSY-24

M.Sc. DEGREE EXAMINATION –
JUNE 2019.

Second Year

Psychology

COUNSELLING AND BEHAVIOUR
MODIFICATION

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. Differentiate 'Guidance' and 'Counselling'.
2. Enlist the essential characteristics of a counselor.
3. What is autogenic training?
4. State the basic principle of aversive conditioning.
5. Identify the fundamental aspects of cognitive behaviour modification.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Give an overview of different approaches to counselling.
7. Elaborate on the use of assessment tools and techniques in the process of counselling.
8. Describe the ethical issues that have to be taken care of in the process of counselling.
9. Discuss the scope of a counselor to work in special areas.
10. Explain Jacobson's Deep muscle relaxation technique and its benefits.
11. Contrast:
 - (a) Assertion Training and
 - (b) Social skills training.
12. Give an account of Beck's model of cognitive therapy.

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MSY-25

**M.Sc. DEGREE EXAMINATION
JUNE 2019.**

Second Year

Psychology

HEALTH PSYCHOLOGY

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any **THREE** questions.

1. State the key features of health psychology.
2. What are the benefits of exercise?
3. how are health services used and misused?
4. What are different stages of acceptance proposed by Kubler Ross?
5. Define quality of life. Why is it important?

PART B — (4 × 15 = 60 marks)

Answer any **Four** questions.

6. Give an overview of the functions of different body systems.
7. What is the role of a health psychologist in helping an individual quit health compromising behaviours?

8. Discuss the significance of nutrition and health and its impact on mental health.
 9. Elucidate on the psychological problems of hospitalized patients.
 10. Discuss the importance of adhering to medical advice and patient-practitioner relations
 11. Describe the various stress management techniques.
 12. Trace out the principles of yoga practice? How is it useful in rehabilitation?
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