



TAMIL NADU OPEN UNIVERSITY
Chennai - 15
School of Social Science
SPOT ASSIGNMENT

Programme Code No : 233
Programme Name : M.Sc., Psychology Second Year
Course Code & Name : MSY-22, Marketing Psychology and Consumer Behaviour
Batch : BEFORE CY 2020
No. of Assignment : One Assignment for Each 2 Credits
Maximum CIA Marks : 25 (Average of Total No. of Assignment)

Assignment - 1

Max : 25 Marks

Answer any one of the question not exceeding 1000 words

1. Write short notes on diffusion of innovation.
2. What are the ways in which customer satisfaction can be enhanced?
3. Highlight the scope of marketing psychology.

Assignment - 2

Answer any one of the question not exceeding 1000 words

1. Elucidate the challenges faced in the process of new product development?
2. Elaborate the ways of Developing and managing an advertising program.
3. Outline the steps in marketing research program.

Assignment - 3

Answer any one of the question not exceeding 1000 words

1. Outline the meaning and patterns of market segmentation.
2. Describe the phases in analyzing consumer markets buying behaviour.
3. Explain the effect of information processing on consumer behaviour.



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Programme Code No : 233
Programme Name : M.Sc., Psychology Second Year
Course Code & Name : MSY- 23, Human Resource Management
Batch : BEFORE CY 2020
No. of Assignment : One Assignment for Each 2 Credits
Maximum CIA Marks : 25 (Average of Total No. of Assignment)

Assignment - 1

Max : 25 Marks

Answer any one of the question not exceeding 1000 words

1. Define Interview and explain its types.
2. What is meant by employee testing? Explain.
3. Explain the key features of Reward System.

Assignment - 2

Answer any one of the question not exceeding 1000 words

1. Write a note on Promotion and Transfer.
2. What is Human Engineering? Explain.
3. Discuss about the Job Analysis.

Assignment - 3

Answer any one of the question not exceeding 1000 words

1. Explain the various selection methods.
2. Discuss the various training methods.
3. Describe how performance appraisal can be made.



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SPOT ASSIGNMENT

Programme Code No	:	233
Programme Name	:	M.Sc., Psychology Second Year
Course Code & Name	:	MSY- 24, Counselling and Behaviour Modification
Batch	:	BEFORE CY 2020
No. of Assignment	:	One Assignment for Each 2 Credits
Maximum CIA Marks	:	25 (Average of Total No. of Assignment)

Assignment - 1

Max : 25 Marks

Answer any one of the question not exceeding 1000 words

1. Differentiate guidance and counselling.
2. Explain behaviour modification.
3. Identify the characteristics of a counsellor.

Assignment - 2

Answer any one of the question not exceeding 1000 words

1. Describe the various tools of assessment.
2. Describe Jacobson's deep muscle relaxation technique.
3. Explain social skills training.

Assignment - 3

Answer any one of the question not exceeding 1000 words

1. Check out an Assertive training program for studying school students of Class X.
2. Describe the characteristics of counsellor with suitable illustration.
3. Explain the ethical principles and ethical issues that might arise in counselling relationship.



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Programme Code No	:	233
Programme Name	:	M.Sc., Psychology Second Year
Course Code & Name	:	MSY- 25, Health Psychology
Batch	:	BEFORE CY 2020
No. of Assignment	:	One Assignment for Each 2 Credits
Maximum CIA Marks	:	25 (Average of Total No. of Assignment)

Assignment - 1

Max : 25 Marks

Answer any one of the question not exceeding 1000 words

1. Expand the meaning of Health Psychology.
2. Mention the reasons for smoking.
3. Elucidate the importance of Nutrition.

Assignment - 2

Answer any one of the question not exceeding 1000 words

1. Elaborate the parts and functions of cardiovascular system.
2. Explain different methods of prevention and treatment of alcohol abuse.
3. Discuss the nature of patient – practitioner relationship.

Assignment - 3

Answer any one of the question not exceeding 1000 words

1. Explain stress. Describe various stress management techniques.
2. Describe the various theories of pain.
3. Discuss the nature of social support with reference to health.