

**M.Sc. DEGREE EXAMINATION —
JUNE, 2009.**

(AY 2003–04 and CY 2005 batches only)

First Year

Psychology

ADVANCED GENERAL PSYCHOLOGY

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

**Answer any THREE questions each not exceeding
1 page.**

1. State the various definitions of psychology.
2. Write a short note on behavioral genetics.
3. Differentiate positive, negative and neutral transfers of training.
4. Define chunking. What are its uses?
5. Define Intelligence. How is I.Q. calculated?

PART B — (4 × 15 = 60 marks)

**Answer any FOUR questions each not exceeding
4 pages.**

6. Discuss the various schools of Psychology.
7. Explain any three senses in detail.
8. Describe classical conditioning with a suitable example.
9. How can memory be improved?
10. Critically analyse the various theories of motivation.
11. Highlight the various theories of Intelligence.
12. Explain the different defense mechanisms with suitable examples.

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MSY-2

M.Sc. DEGREE EXAMINATION –
JUNE 2009.

(AY 2003-04 to CY 2005 batches only)

First Year

Psychology

SOCIAL AND COMMUNITY PSYCHOLOGY

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

Each answer not to exceed 1 page.

13. What is Sociometry? Explain.
14. What is group conformity?
15. What is unemployment and underemployment?
16. Explain mental health.
17. What is educational pyramid? Explain.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

Each answer not to exceed 4 pages.

18. Discuss the importance of Socialization.
19. What is the role of public opinion? Discuss.
20. What is meant by propaganda? Explain the techniques of propaganda.
21. What is alcoholism and drug dependence? Explain.
22. Explain any two social indicators and their impact on society.

23. What are the various strategies of intervention? Explain.
24. Explain group processes.

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MSY-3

M.Sc. DEGREE EXAMINATION – JUNE 2009.

First Year

Psychology

(AY 2003–04 to CY 2005 batches only)

HUMAN DEVELOPMENT AND HEALTH PSYCHOLOGY

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

Each answer not to exceed 1 page.

25. What is health psychology?
26. What are the principles of development?
27. Explain gerontology and its scope.
28. Explain Piagets stages of cognitive development.
29. Explain the role of siblings and peers on personality development.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

Each answer not to exceed 4 pages.

30. How is data collected for the study of human development?
31. What are the stages of human development? Explain.
32. Elucidate the changes that occur with old age.

33. What are the problems faced by adolescents? Explain.
34. Explain the models of stress and suggest techniques of coping with it.
35. What is quality of life? Discuss.
36. What is health and fitness? Explain.

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MSY-4

M.Sc. DEGREE EXAMINATION JUNE 2009.

First Year

(AY 2003-04 to CY 2005 batches only)

Psychology

RESEARCH METHODOLOGY

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any **THREE** questions, each not exceeding 1 page.

37. Give any two definitions of Research.
38. State the procedure for controlling variance.
39. What are the various kinds of validity?
40. How are hypotheses tested?
41. List out the types of reports.

PART B — (4 × 15 = 60 marks)

Answer any **FOUR** questions.

Each answer not to exceed 4 pages.

42. Illustrate the Research process in detail.
43. Highlight the important concepts relating to Research Design.
44. Explain the two categories of Research Methods.
45. Describe Chi-square as a non-parametric test. What are the conditions for the application of Chi-Square Test?
46. Discuss the important parametric tests.
47. Trace the various approaches for determining the size of the sample.
48. Explain the steps involved in a Research Proposal.

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MSY-6

**M.Sc. DEGREE EXAMINATION
JUNE 2009.**

Second Year

Psychology

(AY 2003–04 to CY 2005 batches only)

ORGANIZATIONAL BEHAVIOUR

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

Each answer not to exceed 1 page.

49. State the six basic concepts with regard to nature of people.
50. Enumerate the three job related activities.
51. What are the four distinct outcomes of conflicts?
52. Differentiate informal and formal organizations.
53. How can organization culture be changed?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

Each answer not to exceed 4 pages.

54. Analyse the various Models of organizational behaviour.
55. Critically analyse the theories of Organizational Motivation.
56. Describe the conditions for effective leadership.
57. Illustrate the communication process in organizational context.
58. Highlight the guidelines that ensure effective group meetings.
59. Trace out the conflict between organizations and individuals.
60. Discuss the various techniques of organizational development interventions.

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MSY-7

M.Sc. DEGREE EXAMINATION –
JUNE 2009.

(AY 2003-04 to CY 2005 batches only)

Second Year

Psychology

MARKETING PSYCHOLOGY AND CONSUMER BEHAVIOUR

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

Answer for each question not to exceed 1 page.

61. Explain the model of customer-relationship building.
62. What does Marketing Information system consist of? Explain briefly.
63. Explain the challenges involved in the new product development.
64. Explain Market Implementation and the skills required for it.

65. Describe the five stage model of consumer-decision-process.
66. Give an account of the nature and role of motives.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

Answer for each question not to exceed 4 pages.

67. Discuss the business strategic planning.
68. Highlight the importance of demographic environment for Market Scanning.
69. Explain how product characteristics are used for competitive differentiation.
70. Explain the functions of product-management in the marketing organization.
71. Discuss the nature of attitudes and their functions.
72. Discuss the post-purchase evaluation process.

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M.Sc. DEGREE EXAMINATION – JUNE 2009.

Second Year

Psychology

(AY 2003-04 to CY 2005 batches only)

HUMAN RESOURCE MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

Answer for each question, not to exceed 1 page.

73. Write the meaning and scope of human resource management.
74. Define Job description and Job specification.
75. Classify Rewards.

76. What is Job Evaluation? Mention the methods of Job Evaluation.
77. Bring out the purposes and types of promotion.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

Answer for each, not to exceed 4 pages.

78. Identify and explain the steps involved in the human resource planning process.
79. Bring out the sources and process of recruitment.
80. Describe selection process in detail.
81. Describe on-the-job and off-the-job training techniques.
82. State the most frequent discipline problems in organizations and give guidelines for ensuring discipline.
83. Identify barriers to effective communication and suggest ways to overcome them.
84. Describe the collective bargaining process.

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MSY-9

M.Sc. DEGREE EXAMINATION – JUNE 2009.

Second Year

Psychology

(AY 2003-04 to CY 2005 batches only)

COUNSELLING AND BEHAVIOR MODIFICATION

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

Each answer should not exceed 1 page.

85. What are the uses of assessment?

86. List the misconceptions about behavioural approach.
87. How is relaxation beneficial?
88. Differentiate symbolic, invivo and vicarious desensitization.
89. Describe the technique of Yoganidra.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

Each answer should not exceed 4 pages.

90. How are yogasanas classified?
91. Give an account of behavioural counselling.
92. Describe the nature of aversive conditioning. Mention its applicability.
93. Outline the basic paradigm of operant conditioning.
94. Give an account of Beck's model.
95. What are the components of social skills training? Mention the uses of social skills training.
96. Examine the relevance of guidance in School.

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MSY-10

M.Sc. DEGREE EXAMINATION – JUNE 2009.

(AY 2003-04 to CY 2005 batches only)

Second Year

Psychology

MARKETING PSYCHOLOGY AND CONSUMER BEHAVIOR — II

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

Each answer not to exceed 1 page.

97. What does consumer behavior deal with?
98. Mention the three types of variables that influence consumer behavior.
99. Describe the eight demand states.
100. What are the steps to improve marketing intelligence?
101. How can primary data be collected?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

Each answer not to exceed 4 pages.

102. Discuss the various ways in which a product can be positioned.
103. Examine the impact of social class on consumer behavior.
104. How does self-concept develop? What is its impact on consumer behavior?
105. Out line the steps involved in marketing research.
106. What are the stages involved in new product development?
107. Discuss the six concepts relating to marketing activities.
108. Describe the sequence of events in a typical buying process.

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M.Sc. DEGREE EXAMINATION – JUNE 2009.

First Year

Psychology

(AY 2005–06 batch onwards)

ADVANCED GENERAL PSYCHOLOGY

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions not exceeding
1 page each.

109. State the views of Gestalt School of Psychology.
110. Explain the principles of perceptual organization.
111. What is reinforcement? Explain.
112. Define motivation and describe its nature.
113. How can memory be measured? Explain.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions not exceeding
4 pages each.

114. Outline the applications of psychology to various fields of life.
115. Explain the physiological basis of behaviour.
116. Elucidate classical conditioning and its applications.
117. Evaluate Maslow's theory of need hierarchy.
118. Explain the strategies for improving memory.
119. Define intelligence and explain the kinds of intelligence tests.
120. Give a detailed account of theories of personality.

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M.Sc. DEGREE EXAMINATION – JUNE 2009.

First Year

(AY 2005–06 batch onwards)

Psychology
ADVANCED SOCIAL PSYCHOLOGY

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions not exceeding
1 page each.

121. Define social psychology and describe the nature of social psychology.
122. Describe the Kelley's model of attribution.
123. Sketch the profile of high achievers.
124. Explain the forms of discriminatory behaviour.
125. Write short notes on personal space.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions, not exceeding 4 pages.

126. Explain the various research methods in social psychology.
127. Mention the ways of integrating impressions.
128. Define group and explain group formation and its theoretical approaches.
129. Explain the role of proximity in interpersonal attraction.
130. Why do people help? Explain.
131. Briefly describe the determinants of aggression.
132. Explain the effects of too many people and too little space.

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MSY-13

M.Sc. DEGREE EXAMINATION —
JUNE, 2009.

First Year

(AY 2005–06 batch onwards)

Psychology

LIFE SPAN PSYCHOLOGY

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions, not exceeding
1 page each.

133. Outline the scope of life span psychology.
134. What is ethics in life span research?
135. What are prenatal and perinatal periods?
136. What are the primary and secondary sex characteristics?
137. What is menopause and when does it occur?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.
Each answer not to exceed 4 pages.

138. What are the stages in language development? Explain.
139. Explain Piagets pre-operational stage.
140. What are the different parenting styles? Explain.
141. Discuss the importance of play in development.
142. How does personality develop in adolescents? Explain.
143. Discuss career as an important aspect of young adulthood.
144. Outline the characteristics and problems of old age.

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M.Sc. DEGREE EXAMINATION – JUNE 2009.

(AY 2005-06 batch onwards)

First Year

Psychology

RESEARCH METHODOLOGY

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions, each answer not exceeding 1 page.

145. Specify the goals of research.
146. What is meant by probability sampling? Explain.
147. Write a short note on cross sectional and longitudinal methods.
148. Distinguish between 't' test and ANOVA.
149. What is made by interpretation?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions not exceeding 4 pages each.

150. Outline the important stages in research process.
151. Elaborate the meaning and types of research designs.
152. Explain the methods of testing hypothesis and their limitations.
153. Elucidate the criteria of a good research tool.
154. Give a detailed account on the meaning and method of standardization of test.
155. Explain the use of any three tools used in research.
156. Bring out the significance of report writing and explain the types of reports.

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MSY-21

M.Sc. DEGREE EXAMINATION —
JUNE, 2009.

(AY 2005–06 batch onwards)

Second Year

ORGANIZATIONAL BEHAVIOUR

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

Each answer not to exceed 1 page.

157. Bring out the fundamental concepts of organizational behaviour.
158. Define shaping and negative reinforcement.
159. Explain the types of counselling.
160. Define quality of work life.
161. State four possible outcomes of conflicts.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions not exceeding
4 pages each.

162. Explain the models of organizational behaviour.
163. Bring out the negative effects of employee attitudes.
164. Explain process theories in detail.
165. Describe communication barriers in organizations.
166. Bring out the negative symptoms, causes and consequences of job stress.
167. Why does resistance to change occur? Explain.
168. Distinguish between job enlargement and job enrichment.

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MSY-22

M.Sc. DEGREE EXAMINATION –
JUNE 2009.

(AY 2005-06 batch onwards)

Second Year

Psychology

MARKETING PSYCHOLOGY AND CONSUMER BEHAVIOUR

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

Answer for each question not to exceed 1 page.

169. Explain the Market-oriented strategic planning.
170. Describe the customer adoption process.
171. What are the different sales promotion strategies? Explain.
172. Explain the criteria used for Market segmentation.
173. What are the different types of Reference groups? Explain.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

174. Give an account of the strategic planning for managing marketing.
175. Explain the components of Marketing Information system.
176. What are the important considerations for developing an Advertisement Program?
177. Discuss the post purchase behaviour in the buying process.
178. How to build customer satisfaction? Discuss.
179. Explain the role of opinion leadership in marketing.
180. What are the applications of Learning and Memory for Advertising?

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MSY-23

M.Sc. DEGREE EXAMINATION – JUNE 2009.

Second Year

(AY 2005–06 batch onwards)

Psychology

HUMAN RESOURCE MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

Answer for each question not to exceed 1 page.

181. Bring out the purpose of job analysis.
182. Enumerate the psychological tests used in selection.
183. Explain the purpose of job evaluation.
184. Enlist the types of promotion.
185. Highlight the importance of human relations in human resource management.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

Answer for each question not to exceed 4 pages.

186. Explain the types of employment interview and the common interview problems.
187. Discuss the importance of human resource planning.
188. Elucidate the uses and methods of performance appraisal.
189. Outline the meaning, types and importance of collective bargaining.
190. Distinguish between wage, salary and incentives and explain the incentive patterns offered in organizations.
191. Explain the counselling and intervention programmes adopted in industries.
192. State the salient features and issues of International Human Resource Management.

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MSY-24

M.Sc. DEGREE EXAMINATION – JUNE 2009.

(AY 2005-2006 batch onwards)

Second Year

Psychology

COUNSELLING AND BEHAVIOR MODIFICATION

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

Answer for each question not to exceed 1 page.

193. Explain Person-Centered approach to Conselling.
194. Describe the characteristics of an effective counselor.
195. What are the salient features of Behavior counseling? Explain.
196. Describe the training procedure for Assertiveness.
197. What is Cognitive Restructuring? Explain.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

Answer for each question not to exceed 4 pages.

198. What are the common tools used for Assessment in counselling? Describe.
199. Highlight the special areas of counselling and the ethical issues.
200. Briefly explain the Relaxation Techniques.
201. Discuss the uses and procedure of social skill Training.
202. Explain the techniques of operant conditioning.
203. Explain the approaches of Cognitive Behavior Modification.
204. What is the procedure of Thought Stopping and its variations? Explain.

M.Sc. DEGREE EXAMINATION – JUNE 2009.

(AY 2005-06 batch onwards)

Second Year

Psychology

HEALTH PSYCHOLOGY

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any **THREE** questions not exceeding
1 page each.

205. Define Health Psychology and its scope.
206. What are the factors associated with adolescent smoking?
207. What is quality of life? How will you assess quality of life?
208. Differentiate between Acute and Chronic Pain.
209. List out the alternatives to hospital care.

PART B — (4 × 15 = 60 marks)

Answer any **FOUR** questions not exceed 4 pages each.

210. Describe the structure of central nervous system.
211. Describe the strategies for quitting smoking.
212. Discuss the abuse of Hallucinogens and Cannabis.
213. List out the users of health services.
214. Bring out the impact of hospitalisation on children and how to prepare children for medical intervention.
215. Describe the various methods of controlling pain.
216. Describe the eight stages of practice in yoga and their uses.
