

## M.Sc. DEGREE EXAMINATION – JUNE 2006.

(For candidates admitted in AY-2003-04, CY-2004  
AY-2004-05 and CY 2005 only)

First Year — Non-Semester

Psychology

## Paper I — ADVANCED GENERAL PSYCHOLOGY

Time : 3 hours

Maximum marks : 75

PART A — ( $3 \times 5 = 15$  marks)

Answer any THREE questions.

Each answer not to exceed 1 page.

1. Explain the important views of psychoanalytic school.
2. Quote two experimental studies on heredity and environment.
3. Define learning and explain transfer of learning.
4. Suggest some ways of improving memory skills.
5. How can emotions be expressed? Explain.

PART B — ( $4 \times 15 = 60$  marks)

Answer any FOUR questions.

Answer for each question not to exceed 4 pages.

6. Enumerate the applications of psychology in various areas of life.
  7. Define perception and discuss the factors that determine perception and attention.
  8. State the basic principles of classical conditioning and bring out its applications.
  9. Describe the nature and causes of forgetting.
  10. Define motivation and evaluate the theories of motivation.
  11. Give an account of various kinds of intelligence tests with examples.
  12. Analyse the various methods of assessing personality.
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Answer any FOUR questions.

Answer for each question not to exceed 4 pages.

## M.Sc. DEGREE EXAMINATION – JUNE 2006.

(For candidates admitted in AY- 2003-04, CY- 2004  
AY-2004-05 and CY 2005)

First Year

### 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.

1. Give a brief account on sociometry, mentioning its use in Social Psychology.
2. Explain social motivation with example.
3. Elucidate any two theories of crowd behaviour.
4. Distinguish between formal group and informal group.
5. Highlight the problems of Women in India.

6. Explain the concept of social psychology and bring out the most widely studied variables in social psychological researches.

7. Discuss the role of communication in attitude change.

8. Give a detailed account on the formation and measurement of public opinion.

9. Analyse the causes for social conflicts.

10. Explain any three models of community psychology.

11. Examine the causes for alcoholism and drug dependence.

12. Evaluate the training programmes for personnel.

**PG-723**

**MSY-3**

**M.Sc. DEGREE EXAMINATION – JUNE 2006.**

**First Year**

(For candidates admitted in AY 2003-04, CY-2004,  
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**Psychology**

**HUMAN DEVELOPMENT AND  
HEALTH PSYCHOLOGY**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

**Answer for each questions not to exceed 1 page.**

1. What are the methods of data collection? Explain.
2. Explain pre-natal and neo-natal stages.
3. How is language acquired? Explain.
4. What is identify crisis? Explain.
5. What is quality of life? Explain.

**PART B — (4 × 15 = 60 marks)**

**Answer any FOUR questions.**

**Answer for each questions not to exceed 4 pages.**

6. Describe the stages of human development.
7. What are the stress related disorders? Suggest same stress management techniques.
8. Describe the various perspectives to personality development.
9. Career planning and marriage are important aspect during young adulthood. Discuss.
10. Discuss measures in the management of the chronic and terminally ill.
11. What are the changes in old age? Describe.
12. Explain the four stages of language development.

M.Sc. DEGREE EXAMINATION – JUNE 2006.

Term End Examination.

First Year

Psychology

(For candidates admitted in AY-2003-04, CY-2004 and  
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### RESEARCH METHODOLOGY

Time : 3 hours

Maximum marks : 75

PART A — ( $3 \times 5 = 15$  marks)

Answer any THREE questions.

Each answer not to exceed one page.

1. What do you mean by research problem? Explain the sources of research problem.
2. List out the characteristics of a good research design.
3. Explain the criteria for a good research tool.

4. What is meant by measurement? Explain the levels of measurement.
5. Describe the characteristics of parametric tests and given some examples.

PART B — ( $4 \times 15 = 60$  marks)

Answer any FOUR questions.

Answer for each question not to exceed 4 pages.

6. Define hypothesis and describe the characteristics and types of hypothesis.
7. Highlight the importance of sampling and explain the methods of probability sampling.
8. Evaluate any three tools of data collection.
9. How will you test the hypothesis for significance of difference between two sample means?
10. Explain the methods of determining sample size.
11. What are the conditions under which a nonparametric test can be used? Mention the uses of chi-square test.
12. Explain the major steps in report writing.

Answer any FOUR questions.

M.Sc. DEGREE EXAMINATION.JUNE 2006.

Second Year

(For candidates admitted in AY-2003-04 CY-2004 and  
AY-2004-05 only)

Psychology

ORGANISATIONAL BEHAVIOUR

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

Each answer not to exceed 1 page.

1. Enumerate the six basic concepts with regard to nature of people.
2. Differentiate job satisfaction and job involvement.
3. What is meant by quality of work life?
4. Bring out the differences between informal and formal groups.
5. State the five values in organisational development.

Answer for each question not to exceed 4 pages.

6. Critically analyse the models of organisational behaviour.
7. Describe the various approaches to leadership.
8. Explain the communication process in detail.
9. Discuss the process involved in nominal group technique and Delphi Decision Making.
10. Highlight the potential sources of stress.
11. State the types of conflict. What are the personal and internal sources of conflict?
12. Illustrate the forces for change in an organisation.

M.Sc. DEGREE EXAMINATION – JUNE, 2006.

Second Year

Psychology

(For Candidates admitted in AY-2003-04  
CY-2004 and AY-2004-05 only)

**MARKETING PSYCHOLOGY AND CONSUMER  
BEHAVIOR – I**

Time : 3 hours

Maximum marks : 75

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** of the following.

Answer for each question not to exceed 1 page.

1. Define marketing. Explain the basic concepts of marketing.
2. How to attract and retain the customers? Explain.
3. What is marketing Intelligence? Explain.
4. Explain the model of consumer Behaviour.
5. Briefly explain the three approaches of test marketing.

**PART B — (4 × 15 = 60 marks)**

Answer any **FOUR** questions.

Answer for each question not to exceed 4 pages.

6. Describe the market-oriented strategic planning.
7. Explain the elements of company's Micro environment.
8. Discuss the social-psychological factors affecting consumer behaviour.
9. Explain the methods of data collection for marketing research.
10. Describe the positioning strategies for competitive advantages.
11. Explain the major variables used for segmenting the consumer markets.
12. Describe the new-product development process.

M.Sc. DEGREE EXAMINATION – JUNE, 2006.

Second Year

(For candidates admitted in AY-2003-2004  
CY-2004 and AY-2004-2005 only)

Psychology

**HUMAN RESOURCE MANAGEMENT**

Time : 3 hours

Maximum marks : 75

PART A — ( $3 \times 5 = 15$  marks)

Answer any THREE questions.

Answer for each question not to exceed 1 page.

1. What is HR Planning? Explain.
2. Bring out the methods of Job Analysis.
3. List out the safety measures, to be followed in working places.
4. Outline the important steps in a typical training process.
5. Explain Herzberg's Motivation Hygiene theory.

PART B — ( $4 \times 15 = 60$  marks)

Answer any FOUR questions. (Essay Type)

Answer for each question not to exceed 4 pages.

6. Explain the Recruitment process in detail.
7. Bring out the methods used in Performance Appraisal.
8. How to begin a career? Explain.
9. Explain the reasons for socializing new employees.
10. Define Discipline and bring out the types of discipline problems.
11. Explain the process of collective bargaining.
12. Elucidate the importance of communication and list out the difficulties faced in upward communication.

M.Sc. DEGREE EXAMINATION – JUNE, 2006.

Second Year

Psychology

For Candidates admitted in AY-2003-04  
CY-2004 and AY- 2004-05only

**COUNSELLING AND BEHAVIOUR  
MODIFICATION**

Time : 3 hours

Maximum marks : 75

PART A — ( $3 \times 5 = 15$  marks)

Answer any THREE questions.

Answer for each question not to exceed 1 page.

1. Explain how is guidance different from counselling?
2. Bring out the significance of Yoga Asanas?
3. Write the merits and limitations of systematic desensitization.

4. Elucidate the importance of guidance in elementary school.

5. Explain Beck's cognitive therapy.

PART B — ( $4 \times 15 = 60$  marks)

Answer any FOUR questions.

Answer for each question not to exceed 4 pages.

6. Analyse the nature and procedures in Assertion Training.
7. Explain the general principles of yoga practices and examine the eight stages of yoga.
8. Write in detail about deep muscle relaxation technique.
9. Explain the various tools of assessment in counselling.
10. Explain thought-stopping and problem-solving techniques as Cognitive behaviour modification.
11. Examine the components and uses of social skill training.
12. Write a note on systematic desensitization.

M.Sc. DEGREE EXAMINATION – JUNE 2006.

Second Year

(For candidates admitted in AY 2003-04, CY 2004  
and AY 2004-05 only)

Psychology

**MARKETING PSYCHOLOGY AND CONSUMER  
BEHAVIOUR – II**

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.

1. Explain marketing mix.
2. What are the methods used in data collection?
3. Explain consumer behaviour.
4. What is market segmentation? Explain.
5. Explain the role of motivation in consumer behaviour.

**PART B — (4 × 15 = 60 marks)**

Answer any **FOUR** questions.

Answer for each question not to exceed 4 pages.

6. How is market effort managed? Discuss.
  7. How is a marketing research program planned? Explain.
  8. What are the bases for market segmentation?
  9. Explain the four views of consumer decision making.
  10. What is consumer behaviour and discuss a model of consumer decision making?
  11. Explain personality and consumer behaviour.
  12. Discuss the role of family in consumer behaviour.
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M.Sc. DEGREE EXAMINATION – JUNE 2006.

Psychology

ADVANCED GENERAL PSYCHOLOGY

(For Candidates admitted in AY 2005–06 only)

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions in not exceeding 1 page each.

1. Highlight the important aspects of humanistic psychology.
2. Give a brief account on cognitive learning.
3. Bring out the physiological basis of motivation.
4. Describe the nature of forgetting.
5. How can creativity be tested? Explain.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions in essay form.

6. Define psychology and highlight the applications of psychology.
7. Explain the principles of perceptual organization.

8. What is operant conditioning? Elucidate the principles governing operant conditioning.
9. Analyse the theories of motivation.
10. Discuss the causes of forgetting.
11. Specify the types of thinking and explain the process of concept formation.
12. Explain in detail any three theories of personality.

M.Sc. DEGREE EXAMINATION – JUNE 2006.

Psychology

(For candidates admitted in AY 2005-06 only)

ADVANCED SOCIAL PSYCHOLOGY

Time : 3 hours

Maximum marks : 75

PART A — ( $3 \times 5 = 15$  marks)

Answer any THREE questions in not exceeding 1 page each.

1. Write a short note on social psychology in the new millennium.
2. State the different types of groups.
3. What are Biogenic and sociogenic motives?
4. Define prejudice.
5. How are temperature and weather environmental stressors?

PART B — ( $4 \times 15 = 60$  marks)

Answer any FOUR questions in essay form.

6. Describe the Research methods used in social psychology.
7. Explain the theories of group formation.

8. What are the factors that determine interpersonal attraction?
9. How are attitudes formed? Explain .
10. "Aggression can be prevented and controlled" – Discuss.
11. Bring out the relationship between urban environment and social behaviour.
12. Discuss the various environmental stressors.