

PG-A-739

MSY-11

P.G. DEGREE EXAMINATION – JUNE 2021

PSYCHOLOGY

First Year

ADVANCED GENERAL PSYCHOLOGY

Time : 3 Hours

Maximum Marks : 75

PART A

(3 × 5 = 15 Marks)

Answer any THREE questions.

1. Define psychology and state its basic concepts.
2. Differentiate hereditary and environment.
3. Enumerate the principle of reinforcement.
4. Identify the psychological basis of motivation.
5. Enlist the kinds of remembering.

PART B

(4 × 15 = 60 Marks)

Answer any FOUR questions.

6. Delineate various schools of psychology.
7. Explain the role of language in perception.
8. Describe general characteristics of senses.
9. Distinguish between classical conditioning and operant conditioning.
10. Elucidate the various theories of motivation.
11. Explain two process theories of memory.
12. Analyse the theories of intelligence.

P.G. DEGREE EXAMINATION - JUNE 2021
PSYCHOLOGY
FIRST YEAR
ADVANCED GENERAL PSYCHOLOGY

Time : 3 Hours

Maximum Marks : 70

PART A

(5 x 5 = 25 Marks)

Answer any FIVE of the following in about 300 words each

1. Schools of Psychology - Explain
2. Explain the Perceptual process
3. Discuss the Principles of Reinforcement
4. Bring out the motivational factors in Aggression
5. Explain the methods of improving Memory.
6. Differentiate the Growth and Maturation.
7. Role of reward and Punishment in learning - Explain
8. Explain the physiological basis of emotions.

PART B

(3 x 15 = 45 Marks)

Answer any THREE of the following in about 1000 words each

9. Elaborate the Applications of Psychology
10. How will you assess the Personality?
11. Describe the Principles and Methods of classical conditioning.
12. Discuss the theories of emotions.
13. Explain the two Process theories of Memory

PG-A-740

MSY-12

P.G. DEGREE EXAMINATION – JUNE 2021

PSYCHOLOGY

FIRST YEAR

ADVANCED SOCIAL PSYCHOLOGY

Time: 3 Hours

Maximum Marks: 75

PART A

(3 × 5 = 15 Marks)

Answer any THREE questions.

1. Discuss the history of social psychology.
2. What is attribution? Write a note on Kelly's theory of attribution.
3. What is meant by cognitive dissonance?
4. How can prejudice be reduced?
5. How can stress influence social behavior?

PART B

(4 × 15 = 60 Marks)

Answer any FOUR questions.

6. Explain research methods in social psychology.
7. What is a group? Explain the formation of groups.
8. Explain the role of leadership in group behavior.
9. Explain the ways of prevention and control of aggression.
10. How can noise and temperature influence human behavior?
11. Which are the different types of social influence?
12. How can we increase prosocial behavior?

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PSYCHOLOGY
FIRST YEAR
ADVANCED SOCIAL PSYCHOLOGY

Time : 3 Hours

Maximum Marks : 70

PART A

(5 x 5 = 25 Marks)

Answer any FIVE of the following in about 300 words each

1. Bring out the social psychology in new Millennium
2. Explain the Kelley's model of Attribution
3. Discuss the Cognitive Dissonance
4. Describe Prevention and control of Aggression
5. Explain the Hazard of noisy environment
6. Describe the types of Groups.
7. Discuss the Interpersonal Attraction.
8. Explain the types of Aggression.

PART B

(3 x 15 = 45 Marks)

Answer any THREE of the following in about 1000 words each

9. Explain the Research method in social psychology.
10. Elaborate the theories of Group Formation.
11. Describe the components of Attitudes, formation and the factors that influence on behaviour.
12. Explain the origin, theories of Aggression and methods to reduce aggression
13. Describe the Air pollution and the effects of negative ions.

P.G. DEGREE EXAMINATION - JUNE 2021**PSYCHOLOGY****FIRST YEAR****LIFE SPAN PSYCHOLOGY****Time: 3 Hours****Maximum Marks: 70****PART A****(5 x 5 = 25 Marks)****Answer any FIVE questions.**

1. State the principles of development.
2. Give a brief account on motor skills in childhood.
3. Write briefly about identity crisis in adolescence and the way of resolving it.
4. Explain the concept of career planning.
5. Sketch the changes in memory during old age.
6. Outline the hazards during prenatal period and birth.
7. Analyse the various approaches to intellectual development.
8. What is self-concept? Discuss the various sources of influence in emergence of self.

PART B**(3 x 15 = 45 Marks)****Answer any THREE questions.**

9. Distinguish between the terms growth and development and explain the stages of development.
10. List out the emotional problems of childhood and explain the ways of handling them.
11. How could personal relationship in family and work life be balanced? Explain.
12. Write in detail about the health problems in old age.
13. Describe the emotional problems of childhood.

P.G. DEGREE EXAMINATION – JUNE 2021**PSYCHOLOGY****SECOND YEAR****ORGANISATIONAL BEHAVIOUR****Time : 3 Hours****Maximum Marks : 75****PART - A****(3 x 5 = 15) Marks)****Answer any THREE questions**

1. State the dynamics of people and organization.
2. Enlist the reinforcement schedules.
3. How are groups formed?
4. Enumerate the various types of conflict
5. Write a short note on Employee Assistance program.

PART - B**(4 x 15 = 60) Marks)****Answer any FOUR questions**

6. Explain the Theoretical framework of organizational behaviour.
7. Discuss how the determinants of personality have an influence on the organisation.
8. Describe the components and functions of attitude.
9. Analyse the various theories of Leadership.
10. Highlight the effects and management of stress.
11. Chalk out the organizational behaviour modification process.
12. Write an essay on quality of work life.

P.G. DEGREE EXAMINATION – JUNE 2021
PSYCHOLOGY
SECOND YEAR
MARKETING PSYCHOLOGY & CONSUMER BEHAVIOUR

Time: 3 Hours

Maximum Marks: 75

PART - A

(3 x 5 = 15 Marks)

Answer any THREE questions

1. What is meant by market oriented Strategic planning?
2. Bring out the meaning of Market Testing.
3. Write a short note on Media Decisions.
4. List out the levels and patterns of Market segmentation.
5. State the features of diffusion of innovations.

PART - B

(4 x 15 = 60 Marks)

Answer any FOUR questions

6. Write an essay on corporate and Division strategic Planning.
7. Describe the components of Marketing Information system.
8. Highlight the Marketing Decision Support System.
9. Give suggestions to develop and manage an Advertising Program.
10. Discuss how customers can be attracted and retained.
11. Identify the environmental influences on consumer behaviour.
12. Chalk out the Individual determinants on consumer behaviour.

P.G. DEGREE EXAMINATION - JUNE 2021**PSYCHOLOGY****SECOND YEAR****HUMAN RESOURCE MANAGEMENT****Time: 3 Hours****Maximum Marks: 75****PART - A****(3 x 5 = 15 Marks)****Answer any THREE questions.**

1. What is Human Resource planning?
2. Enumerate the types of Training.
3. Differentiate Wage and Salary.
4. Compare Transfer and Separation.
5. Bring out the key features of Quality circles.

PART - B**(4 x 15 = 60 Marks)****Answer any FOUR questions.**

6. Explain the selection process in detail.
7. Describe the Psychological tests used in selection process.
8. Write an essay on Performance Appraisal.
9. Discuss about motivation and Reward System.
10. Comment on the Employee welfare safety health benefits and services.
11. Give suggestions to improve the work environment.
12. Highlight the key features of Total Quality Management