M.Sc. DEGREE EXAMINATION —
JUNE, 2018.

Second Year
ORGANISATIONAL BEHAVIOUR

Time : 3 hours Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

Each answer should not exceed 1 page.

1. Explain fundamental concepts of organisational behaviour.

2. Write notes on reinforcement schedule.

3. What are groups and how they are formed?

4. Bring out individual and organisational stress management techniques.

5. Explain techniques for managing organisational change effectively.
PART B — \((4 \times 15 = 60 \text{ marks})\)

Answer any FOUR questions.

Each answer should not exceed 4 pages.

6. Enumerate models of organisational behaviour.

7. What are the determinants of personality and its influence on organisation?

8. Enumerate theories of leadership.

9. Determine the foundations of interpersonal behaviour.

10. Write notes on team building and group decision making.

11. Conflict resolution and management – Discuss.

12. Elaborate on managing change and resistance to change.
M.Sc. DEGREE EXAMINATION —
JUNE, 2018.

Second Year

MARKETING PSYCHOLOGY AND CONSUMER BEHAVIOUR

Time : 3 hours Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.


2. Discuss about consumer market.

3. Explain purchasing power.

4. Bring out to basic concepts of marketing.

5. Write in short notes on marketing decision support system.
PART B — \((4 \times 15 = 60 \text{ marks})\)

Answer any FOUR questions.

6. Discuss the role of motivation in organisation.

7. Discuss the environmental influences on consumer behaviour.

8. Write an essay on effective commercial in organisation.

9. Briefly explain the marketing strategies.

10. Evaluate the influence of personality on consumer behaviour.

11. Discuss the role of planning and marketing in organisation.

12. Describe the basic approaches to market segmentation.
M.Sc. DEGREE EXAMINATION —
JUNE, 2018.

Second Year

HUMAN RESOURCES MANAGEMENT

Time : 3 hours Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. Write short notes on Job description.
2. What is meant by Human resource planning?
3. Explain importance of Training.
4. Explain Quality management in brief.
5. Explain the need of Industrial counseling.
PART B — \((4 \times 15 = 60 \text{ marks})\)

Answer any FOUR questions.


7. Point out the uses of performance appraisal.

8. Enumerate the procedures of job evaluation.


10. Describe the steps in Job analysis.

11. Describe the Recruitment and selection process in detail.

12. What is interview and explain the types and selection process.
M.Sc. DEGREE EXAMINATION —
JUNE, 2018.

Second Year

COUNSELLING AND BEHAVIOUR MODIFICATION

Time : 3 hours Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

Each answer not to exceed 1 page.

1. Mention the overview of person centered approach to counseling.

2. Write the importance of group counseling.

3. Delineate the Misconceptions about Behavioral Approach.

4. Write the Components of Social Skill Training?

5. Give a note on Cognitive Behavioural Therapy.
PART B — \(4 \times 15 = 60\) marks

Answer any FOUR questions.

Each answer not to exceed 4 pages.

6. Explain the basic concepts of various approaches to counseling.

7. Discuss the importance of multicultural counseling skills.

8. Elaborate the steps involved in Relaxation Techniques and its uses.

9. Deliberate the importance of systematic desensitization training.

10. Stitch out the operant conditioning techniques.


M.Sc. DEGREE EXAMINATION –
JUNE, 2018.
Second Year
Psychology

HEALTH PSYCHOLOGY

Time : 3 hours
Maximum marks : 75

PART A — (3 × 5 = 15 marks)
Answer any THREE questions.
Each answer should not exceed 1 page.

1. Discuss the meaning of Health Psychology.

2. Explain the significance of diet and exercise in health.

3. Discuss the psychological problems of hospitalized patients.

4. List the stages of acceptance to loss by Kubler-Ross.

5. What are the goals of rehabilitation?
PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

Each answer should not exceed 4 page.

6. How is the functioning of different body systems related to mental health?

7. Discuss in detail the reasons for alcohol abuse, its prevention and treatment.

8. Discuss in detail the reasons for smoking and ways to quit smoking.

9. What are the dynamics operating in getting medical treatment?


11. Discuss the different techniques that can be used to cope with stress.