

**PG-A-1416**

**MSY-21X**

**P.G. DEGREE EXAMINATION – JULY, 2022.**

**Psychology**

**(CY 2020 & AY 2020 Batches onwards)**

**Second Year**

**ORGANIZATIONAL BEHAVIOUR**

**Time : 3 hours**

**Maximum marks : 70**

**PART A — (5 × 5 = 25 marks)**

**Answer any FIVE questions out of Eight questions in  
300 words.**

**All questions carry equal marks.**

- 1. Write an dynamics of people and organizations.**
- 2. Explain the importance of attitude in an organization.**
- 3. Outline the essential features of an effective team.**
- 4. Discuss how counseling can help stress management.**

5. Bring out the Organizational Behaviour Modification Process.
6. What are the determinants of job satisfaction?
7. Enumerate the various skills required for a good leader.
8. Discuss the impact of organizational culture on employees.

PART B — (3 × 15 = 45 marks)

Answer any THREE questions out of Five questions in 1,000 words.

All questions carry equal marks.

9. Describe the various approaches of OB.
10. Explain the various personality assessments tools used in organizations with its purpose.
11. Discuss in detail the various group decision making techniques.
12. Write in detail the conflict management strategies used in organizations.
13. Describe on the organizational change and its effects.

**PG-A-1417**

**MSY-22X**

**P.G. DEGREE EXAMINATION —  
JULY, 2022.**

Psychology

(AY 2020 & AY 2020 Batches Onwards)

Second Year

**MARKETING PSYCHOLOGY AND CONSUMER  
BEHAVIOUR**

Time : 3 hours

Maximum marks : 70

**SECTION A — (5 × 5 = 25 marks)**

Answer any FIVE questions out of Eight questions in  
300 words.

All questions carry equal marks.

1. How to identify and analyse competitors?
2. Discuss about differentiating and positioning in marketing.
3. How to develop and manage an advertising programme? Explain.

4. Explain how to analyse consumer markets buying behavior.
5. Bring out the importance of motivation and involvement in influencing consumer behavior.
6. Write an essay on market decision support system.
7. Explain the stages in buying decision process.
8. How Personality and self concept plays a role in consumer behavior?

SECTION B — (3 × 15 = 45 marks)

Answer any THREE questions out of Five questions in 1,000 words.

All questions carry equal marks.

9. Delineate on market oriented strategic planning.
10. Discuss in detail the components of marketing information system.
11. Describe the management of effective communications in marketing.
12. Explain in detail the influencers for building customer satisfaction.
13. Elucidate the various factors that influence consumer behavior.

**PG-A-1418**

**MSY-23X**

**P.G. DEGREE EXAMINATION – JULY, 2022.**

**Psychology**

**(From CY – 2020 onwards)**

**Second Year**

**HUMAN RESOURCE MANAGEMENT**

**Time : 3 hours**

**Maximum marks : 70**

**PART A — (5 × 5 = 25 marks)**

**Answer any FIVE questions out of Eight questions in  
300 words.**

**All questions carry equal marks.**

- 1. Describe on the various types of interview.**
- 2. Discuss the development of Human resources through training.**
- 3. Write an essay on collective bargaining.**
- 4. Discuss the various safety benefits and services availed in organizations.**

5. Bring out the importance of Total Quality Management.
6. Discuss the selection process in organization.
7. Describe the incentive patterns in organizations.
8. Explain the need for motivation and reward system in HRM.

PART B — (3 × 15 = 45 marks)

Answer any **THREE** questions out of Five questions in 1,000 words.

All questions carry equal marks.

9. Delineate on recruitment an selection process in organizations.
10. Discuss in detail the various methods of Performance appraisal.
11. Write in detail on job evaluation and its importance.
12. Elucidate the various employee problems in organizations.
13. Describe the need for Industrial Relations in organizations.

**PG-A-1419**

**MSY-24X**

**P.G. DEGREE EXAMINATION —  
JULY, 2022.**

Psychology

(From CY – 2020 Onwards)

Second Year

**COUNSELLING AND BEHAVIOUR MODIFICATION**

Time : 3 hours

Maximum marks : 70

**SECTION A — (5 × 5 = 25 marks)**

Answer any FIVE questions out of Eight questions in  
300 words.

All questions carry equal marks.

1. What are the various tools of assessment used in counseling?
2. State the ethical issues in counseling process.
3. Outline the misconceptions in behavioristic approach of counseling.
4. Write a brief note on Systematic desensitization.

5. Write about Meichenbaum's self-instructional training.
6. What are the various applied areas of group counseling?
7. Write the salient features of Token Economy.
8. Discuss about thought stopping and variations.

SECTION B — (3 × 15 = 45 marks)

Answer any THREE questions out of Five questions in 1,000 words.

All questions carry equal marks.

9. Elaborate on the eclectic approach to counseling.
10. Delineate the counseling process with a suitable illustration.
11. Discuss the basic concepts of behavior modification.
12. Prepare a module for social skill training with all the essential components.
13. Discuss the various cognitive behavior modification used in counselling.

**PG-A-1420**

**MSY-25X**

P.G. DEGREE EXAMINATION – JULY, 2022.

Psychology

(From CY – 2020 onwards)

Second Year

**HEALTH PSYCHOLOGY**

Time : 3 hours

Maximum marks : 70

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions out of Eight questions in  
300 words.

All questions carry equal marks.

1. Write an essay on immune system.
2. Explain how to prevent and stop drug abuse.
3. Discuss about the patient practitioner relationship.
4. Outline the psychological reactions of a patient to loss.

5. Write a note on Yoga Asanas and its benefits.
6. Discuss the measures that are taken for weight control and diet.
7. Discuss the challenges in adhering to medical advice.
8. Explain the various reactions to stress.

PART B — (3 × 15 = 45 marks)

Answer any **THREE** questions out of Five questions in 1,000 words.

All questions carry equal marks.

9. Elaborate on the digestive system and associated functions.
10. Discuss on smoking, its reasons, and prevention and treatment of smoking.
11. Discuss in detail about the psychological concerns of hospitalization.
12. Elaborate on various theories of stress.
13. Explain the management of illness with the help of Yoga.