



TAMIL NADU OPEN UNIVERSITY

Chennai – 15

School of Social Sciences SPOT ASSIGNMENT

M.Sc. Psychology –Second Year

COURSE	COURSE CODE	CALENDAR YEAR
Organizational Behaviour	MSY - 21	CY-2018
Time: 1 Hour		Total Marks: 25

Answer any FOUR questions.

1. Explain the theoretical framework of organizational behaviour.
2. Critically analyse the various theories of motivation.
3. Discuss the different leadership theories.
4. Compare and contrast directive counselling and Non-directive counselling.
5. How can conflicts be resolved and managed effectively?
6. Give suggestions to enhance quality of work life in an organization.



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COURSE	COURSE CODE	CALENDAR YEAR
Marketing Psychology and Consumer Behaviour	MSY - 22	CY - 2018
Time: 1 Hour		Total Marks: 25

Answer any FOUR questions.

1. Highlight the scope of marketing psychology.
2. How will you chalk out marketing research program for a new product?
Explain.
3. Describe the components of marketing information system.
4. Elucidate the process of developing and managing an advertising program.
5. Outline the meaning and patterns of market segmentation.
6. Discuss the family and personal influences on consumer behaviour.



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COURSE	COURSE CODE	CALENDAR YEAR
Human Resource Management	MSY - 23	CY - 2018
Time: 1 Hour		Total Marks: 25

Answer any FOUR questions.

1. A Resource Planning.
2. Explain the process of selection.
3. Give suggestions to improve the methods of performance appraisal.
4. Describe the formal employee training methods.
5. Critically analyse the expectancy theory of motivation.
6. Discuss the various disciplinary actions.



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COURSE	COURSE CODE	CALENDAR YEAR
Counselling and Behaviour Modification	MSY - 24	CY - 2018
Time: 1 Hour		Total Marks: 25

Answer any FOUR questions.

1. Explain psychoanalytic and cognitive approaches to counselling.
2. Describe the applied areas of multicultural counselling.
3. Illustrate Jacobson's deep muscle relaxation training in detail.
4. Delineate components and uses of social skills training.
5. Discuss the applications of aversive conditioning and Token Economy.
6. Analyze how shaping and chaining help in Behaviour Modification.



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COURSE	COURSE CODE	CALENDAR YEAR
Health Psychology	MSY - 25	CY - 2018
Time: 1 Hour		Total Marks: 25

Answer any FOUR questions

1. Explain the cardio vascular system in detail.
2. Elaborate the treatment and prevention of smoking.
3. Enlist the psychological problems of hospitalized patients.
4. Write an essay on various stress management techniques.
5. Elaborate the various psychological reactions to pain.
6. Describe the concept of Quality of life.