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MSY-21

**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 × 15 = 60 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.
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MSY-22

**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.

1. Consumer behaviour – Explain.
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 × 15 = 60 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.
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MSY-23

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 × 15 = 60 marks)

Answer any FOUR questions.

6. Briefly explain the maintenance of Human Resource.
 7. Point out the uses of performance appraisal.
 8. Enumerate the procedures of job evaluation.
 9. Describe HRM scenario of the 21st century.
 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.
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MSY-24

**M.Sc. DEGREE EXAMINATION —
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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 × 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.
11. Write an elaborate note on Premack's Principle and Prompting.
12. Rational Emotive therapy and its application in counseling – explain.

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MSY-25

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?
 10. Elaborate on theories of stress.
 11. Discuss the different techniques that can be used to cope with stress.
 12. Elaborate on the principles in Yoga Practice and its usefulness.
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