

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
MSc DEGREE EXAMINATION DECEMBER 2024
(First Semester)

Branch - APPLIED PSYCHOLOGY
ADVANCED GENERAL PSYCHOLOGY

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)
Answer ALL questions
ALL questions carry EQUAL marks (10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	The parts of a neuron that conduct action potentials toward the cell body are called a) Axons b) Glial cells c) Myelin sheath d) Dendrites	K1	CO1
	2	Substances secreted by endocrines glands that regulate bodily functions are called a) Chemicals b) Impulses c) Hormones d) Signals	K2	CO1
2	3	___ waves are to wakefulness as ___ waves are to deep sleep. a) Alpha, Beta b) Beta, Delta c) Alpha, Delta d) Beta, Theta	K1	CO1
	4	Instances in which perception yields false interpretations of physical reality is called _____. a) Illusion b) Hallucination c) Delusion d) Fantasy	K2	CO1
3	5	Reinforcement learning is a ____ a) Insight based learning b) Prediction-based learning technique c) Feedback-based learning technique d) History results-based learning technique	K1	CO1
	6	The knowledge that we are not conscious of recalling, but that influences our behaviour or thoughts without our awareness is a) Episodic memory b) Implicit memory c) Schemas d) Explicit memory	K2	CO1
4	7	GAS stands for a) General anxiety syndrome b) General adaptation syndrome c) General aptitude score d) Gradual attention deficit syndrome	K1	CO1
	8	A coping strategy adopted by a pessimist who give up on reaching the goal that is being blocked by the stressor is a) Problem-focused coping b) Suppressing competing c) Denial/distancing d) Disengaging from the goal	K2	CO1
5	9	According to Vygotsky, the characteristics of inner speech are a) Dynamic, b) Shifting, unstable thing, c) Fluttering between word and thought, d) All of the above	K1	CO1
	10	_____ believed in the general intelligence factor. a) Sternberg b) Spearman c) Gardner d) Thurstone	K2	CO1

Cont...

SECTION - B (35 Marks)
Answer ALL questions
ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Draw and explain the basic structures of brain.	K2	CO2
		(OR)		
	11.b.	Explain the conduction of nerve impulse within and between neurons.		
2	12.a.	Outline the natural and altered state of consciousness.	K2	CO2
		(OR)		
	12.b.	State the organizing principles of perception with examples.		
3	13.a.	Examine the causes of forgetting.	K4	CO4
		(OR)		
	13.b.	Analyze Thorndike's law of learning.		
4	14.a.	Explain the psychological motives.	K5	CO2
		(OR)		
	14.b.	Explain the effects of stress.		
5	15.a.	Outline the characteristics of creative people.	K2	CO2
		(OR)		
	15.b.	Explain the problem solving techniques.		

SECTION -C (30 Marks)
Answer ANY THREE questions
ALL questions carry EQUAL Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Assess the role of heredity and environment in human behaviour.	K4	CO4
2	17	Analyze the theories of attention.	K4	CO4
3	18	Suggest ways to improve memory.	K4	CO4
4	19	Explain the ways to manage stress.	K5	CO5
5	20	Evaluate Piaget's theory.	K4	CO5

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION DECEMBER 2024
(First Semester)

Branch – APPLIED PSYCHOLOGY

ADVANCED SOCIAL PSYCHOLOGY

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	The ability to recognize and reflect on one's own thought, emotions and behaviour and their impact on others is self ____ a) Perception b) Awareness c) Identity d) Regulation	K1	CO1
	2	_____ is the shared beliefs, values, customs, and behaviors that define a group or society. a) Dream b) Tradition c) Culture d) Custom	K2	CO2
2	3	Exerting very less effort by an individual in a group task is ____ a) Social inhibition b) Social facilitation c) Social loafing d) Social accommodation	K1	CO1
	4	Individual holds all decision-making power and expects strict obedience from subordinates. a) Leader b) Democratic leader c) Autocratic Leader d) Laissez faire	K2	CO2
3	5	Robbers cave Experiment was conducted by _____. a) Muzafer Sherif b) Stanley Milgram c) Philip Zimbardo d) Albert Bandura	K1	CO1
	6	The overlap of social categories, which can reduce intergroup bias by highlighting shared group memberships across different categories. a) Social grouping b) Crossed Categorization c) Group formation d) Group categorization	K2	CO2
4	7	Excessive use of drug that is detrimental to self and society. a) Substance use b) Substance abuse c) Substance misuse d) Substance overuse	K1	CO1
	8	The unfavorable conditions experienced by individuals or groups due to factors like poverty, discrimination, or limited access to resources and opportunities. a) Poverty consequences b) Social disadvantage c) Below poverty line d) Poverty index	K2	CO2
5	9	The voluntary actions intended to benefit others, such as helping, sharing, and showing compassion. a) Altruism b) Selfless concern c) Pro-social behaviour d) Humanity	K1	CO1
	10	The selfless concern for the well-being of others, often involving acts of kindness without expecting anything in return. a) Altruism b) Helping c) Pro-social behaviour d) Unconditional love	K2	CO2

Cont...

SECTION - B (35 Marks)

Answer **ALL** questions
ALL questions carry **EQUAL** Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Discuss self regulation.	K3	CO3
	(OR)			
	11.b.	Differentiate personal self and social self.	K5	
2	12.a.	Discuss the reasons for group polarization.	K3	CO4
	(OR)			
	12.b.	Evaluate the consequences of Prisoner's dilemma.	K5	
3	13.a.	Analyse the realistic group conflict theory.	K4	CO4
	(OR)			
	13.b.	Discuss social identity theory.	K3	
4	14.a.	Analyse the role of substance abuse in aggression.	K4	CO3
	(OR)			
	14.b.	Deduct the environmental factors of aggression.	K4	
5	15.a.	Determine the sources of modeling.	K2	CO3
	(OR)			
	15.b.	Elaborate how personality influences pro-social behaviour.	K4	

SECTION -C (30 Marks)

Answer **ANY THREE** questions
ALL questions carry **EQUAL** Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Analyse the significance of self-esteem and how it develops?	K4	CO5
2	17	Evaluate different styles of leadership.	K5	CO4
3	18	Analyse the relevance of in-group identity model in improving intergroup relations.	K4	CO5
4	19	Does our society is immune to aggression? Discuss the forms of aggression in society.	K6	CO4
5	20	Evaluate the recipient centred determinants of altruism.	K5	CO5

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSW DEGREE EXAMINATION DECEMBER 2024
(First Semester)

Branch - APPLIED PSYCHOLOGY
ENVIRONMENTAL PSYCHOLOGY

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	_____ Psychology studies how design of spaces and buildings affects human behaviour, emotions and well-being. a. Environmental b. Architectural c. Green d. Ecological	K1	CO1
	2	_____ contributed to environmental psychology and sustainability research. a. Paul C. Stern b. Carl Young c. Sigmund Freud d. Greta Thunberg	K2	CO2
2	3	The subjective judgment people make about the likelihood and severity of a potential threat or hazard. a. Dangerous perception b. Risk Judgement c. Risk Perception d. Environmental risk	K1	CO1
	4	The long-term alterations in temperature on Earth, primarily driven by human activities like fossil fuel burning and deforestation. a. Global warning b. El nino c. Temperature change d. Climate change	K2	CO2
3	5	The practice of protecting and improving the health of populations through education, research and promotion of healthy lifestyles and disease prevention is _____. a. Public health b. Private health c. Urban health d. Rural health	K1	CO1
	6	Brief, positive interactions with nature that promote relaxation, reduce stress, and enhance well-being. a. Micro restorative b. Micro restorative experience c. Stress management d. Burnout prevention	K2	CO2
4	7	Time spent in natural settings can promote a sense of connection to the environment and encourage _____ behaviours. a. Pro-social b. Pro-environmental c. Altruistic d. Anti-social	K1	CO1
	8	An architectural and design approach that incorporates natural elements, such as light, greenery, and water. a. Environmental design b. Natural design c. Biophilic Design d. Serene Design	K2	CO2
5	9	Emotional bond and sense of connection with specific locations shaped by personal experiences and social interactions. a. Space attachment b. Environmental attachment c. Place attachment d. Emotional attachment	K1	CO1
	10	Automatic behaviors or routines developed through repetition that influences daily actions and decisions. a. Tasks b. Habits c. Behaviours d. Practices	K2	CO2

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SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Discuss green psychology.	K3	CO3
	(OR)			
	11.b.	Explain Norm activation Theory.		
2	12.a.	Appraise heuristics and biases in environmental risk judgment.	K4	CO4
	(OR)			
	12.b.	Evaluate the ways for detecting an environmental problem.		
3	13.a.	Analyse ways of measuring health.	K4	CO4
	(OR)			
	13.b.	Evaluate the components of Attention Restoration Theory.		
4	14.a.	Assess the health benefits for children exposed to nature.	K4	CO3
	(OR)			
	14.b.	Deduct the role of environment in quality of life.		
5	15.a.	Discuss about place attachment.	K4	CO3
	(OR)			
	15.b.	Distinguish multi-dimensional and uni-dimensional measures of environmental behaviour.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Trace the significant events that led to the emergence of Environmental Psychology.	K4	CO5
2	17	Evaluate the psychometric paradigm of environmental risk with example.	K5	CO4
3	18	Validate the health benefits of nature.	K5	CO5
4	19	Justify with the help of theories that building designs promote well-being.	K6	CO5
5	20	Appraise the strategies to promote pro-environmental behaviour.	K4	CO5

Z-Z-Z END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION DECEMBER 2024
(First Semester)

Branch - APPLIED PSYCHOLOGY

PERSONALITY PSYCHOLOGY

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which of the following theorists is most associated with the concept of the "big five" personality traits? A) Sigmund Freud B) Carl Rogers C) Costa and McCrae D) B.F. Skinner	K1	CO1
	2	A good theory should be based on: A) Anecdotal evidence B) Empirical research and data C) Personal beliefs D) Historical accounts	K2	CO1
2	3	What term did Jung use to describe universal symbols that appear across cultures in myths and dreams? A) Archetypes B) Identities C) Complexes D) Constructs	K1	CO2
	4	Which concept refers to a person's attempts to overcome feelings of inferiority? A) Overcompensation B) Social comparison C) Self-actualization D) Neuroticism	K2	CO2
3	5	What is the name of the device Skinner developed to study operant conditioning? A) Psychoanalysis machine B) Free association apparatus C) Skinner box D) Learning ladder	K1	CO3
	6	Adler believed that the primary motivation for human behavior is: A) The pursuit of pleasure B) The drive for power C) The striving for superiority D) The quest for knowledge	K2	CO3
4	7	Which therapeutic technique is most closely associated with Rogers? A) Free association B) Client-centered therapy C) Behavioral modification D) Cognitive restructuring	K1	CO4
	8	Which of the following methods did Allport emphasize for studying personality? A) Laboratory experiments B) Introspection C) Case studies and personal documents D) Statistical analysis	K2	CO4
5	9	Which Buddhist practice is most closely associated with developing awareness of one's thoughts and feelings? A) Meditation B) Ritual chanting C) Prayer D) Social engagement	K1	CO5
	10	The Sufi concept of "ishq" refers to: A) Intellectual knowledge B) Divine love and passion C) Material desires D) Competitive spirit	K2	CO5

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SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain about Freud's psychosexual stages.	K2	CO1
	(OR)			
	11.b.	Illustrate the contemporary approaches to personality study.		
2	12.a.	Construct major personality dynamics proposed by Carl Jung.	K3	CO2
	(OR)			
	12.b.	Construct major personality dynamics proposed by Karen Horney.		
3	13.a.	Analyze major personality concepts proposed by B F Skinner.	K4	CO3
	(OR)			
	13.b.	Infer major personality concepts proposed by Aaron Beck.		
4	14.a.	Construct major personality concepts proposed by Roger.	K3	CO4
	(OR)			
	14.b.	Identify the major components of trait proposed by Allport.		
5	15.a.	Analyze important personality concepts proposed in Hindu tradition.	K4	CO5
	(OR)			
	15.b.	Analyze important personality concepts proposed in Zen tradition.		

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Analyze the structure of personality proposed by Freud.	K4	CO1
2	17	Support the personality dynamics proposed by Adler for personal growth.	K5	CO2
3	18	Appraise the proposal made by BF Skinner that supports or impedes personal growth of an individual.	K5	CO3
4	19	Examine Maslow's transpersonal psychology as a major contribution to personality psychology.	K4	CO4
5	20	Examine various aspects of Hindu tradition as a major contribution to personality psychology.	K4	CO5

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION DECEMBER 2024
(Second Semester)

Branch - APPLIED PSYCHOLOGY

ORGANISATIONAL BEHAVIOUR

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Question No.	Question	K Level	CO
1	Who developed by Scientific Management approach? a) Elton Mayo b) Henry Fayol c) Maslow d) F.W. Taylor	K1	CO1
2	Organization Behavior is a) An interdisciplinary approach b) A humanistic approach c) Total system approach d) All of these	K2	CO1
3	Which of the following is not a trait dimension in Big 5 personality trait? a) Ego b) Agreeableness c) Extroversion d) Culture	K1	CO2
4	What term is used for the extent to which an individual displays different behaviours in different situations? a) continuity b) integrity c) flexibility d) distinctiveness	K2	CO2
5	Which is also known as a non- reinforcement? a) punishment b) extinction c) negative reinforcement d) all the above	K1	CO3
6	Which of the following is/are not organizational factors causing stress? a) Task demand b) Role demand c) Role conflict d) Satisfaction	K2	CO3
7	Generalization about a group of people is named as? a) Social perception b) contrasting c) projection d) stereotyping	K1	CO4
8	Individuals with a strong desire to achieve a challenging goal have a strong need for ---- a) power b) affiliation c) achievement d) recognition	K2	CO4
9	Who developed Grid Organization Development? a) Blake & Mounton b) F W Taylor c) Elton Mayo d) Max Weber	K1	CO5
10	Which is not an attribute of good organizational culture? a) Retention is high, turnover is low b) Change is generally not accepted c) Leadership is shared d) Work is both challenging and rewarding	K2	CO5

Cont...

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks (5 × 7 = 35)

Question No.	Question	K Level	CO
11.a.	List the basic principles of Hawthorne experiments.	K4	CO1
	(OR)		
11.b.	Distinguish system & contingency approach.		
12.a.	Elaborate the major determinants of personality.	K5	CO2
	(OR)		
12.b.	Justify the importance of emotional intelligence at work place.		
13.a.	Discuss in brief the importance of motivational theories in an organization.	K6	CO3
	(OR)		
13.b.	Discuss how organizational justice is a refinement of equity theory?		
14.a.	Analyse the dynamics of group formation.	K4	CO4
	(OR)		
14.b.	Analyse workplace conflicts and its cause and effect.		
15.a.	Analyse key elements in resistance to change.	K4	CO5
	(OR)		
15.b.	Distinguish Adhocracy and Clan culture.		

SECTION -C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks (3 × 10 = 30)

Question No.	Question	K Level	CO
16	What is organization behaviour and explain the nature and scope of organization behaviour.	K1&5	CO1
17	Elaborate the perceptual process.	K6	CO2
18	Distinguish trait and behavioural theories of leadership.	K4	CO3
19	Explain what is the punctuated equilibrium model in group development with examples?	K5	CO4
20	What is organization change and explain Kotter's model.	K1,K5	CO5

Z-Z-Z

END

12.a.	Organize your understanding of delusion with a model.	K3	CO2
(OR)			
12.b.	Make use of the DSM or ICD to list down the criteria for diagnosing Major Depression.		
13.a.	Explain the cluster C personality disorders.	K4	CO3
(OR)			
13.b.	Classify the male and female sexual disorders.		
14.a.	Analyse the criteria for the diagnosis of GAD.	K4	CO4
(OR)			
14.b.	List down the risk factor, warning signs & symptoms of suicide.		
15.a.	Explain the different levels of preventions.	K5	CO5
(OR)			
15.b.	Recommend strategies to manage chronic pain.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Question No.	Question	K Level	CO
16.	List down the various qualifications and training to become a clinical psychologist.	K4	CO1
17.	Give the clinical picture of Schizophrenia.	K4	CO2
18.	Explain the various types of paraphilias.	K4	CO3
19.	Elaborate the prevention strategies of suicide.	K5	CO4
20.	Recommend ideas for promoting clients to take up professional help for psychological issues.	K5	CO5

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION DECEMBER 2024
(Second Semester)

Branch – APPLIED PSYCHOLOGY

PSYCHOLOGICAL TESTING AND DIAGNOSIS

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	In Psychological testing ____ test are used. a. Random b. Standardised c. Asystematic d. None of these	K1	CO1
	2	Rorschach test, Thematic Apperception test and MMPI are used to measure? a. Intelligence b. Attitude c. Personality d. Achievement	K2	CO3
2	3	When are neuro psychological test conducted? a. After a trauma/injury b. After a seizure episode c. After a road traffic accident d. All of these	K1	CO4
	4	Test questions can be in the form of a. Statement b. Picture c. Incomplete statement d. All of the above	K2	CO1
3	5	Validity can be ____ a. Internal b. External c. Both a and b d. None of these	K1	CO1
	6	Intelligence Quotient (IQ) formula is ____ a. MA/CA x 100 b. CA/MA x 100 c. MAxCAx100 d. All the above	K2	CO2
4	7	The concept of mental age in calculating IQ was given by a. Cattell b. Galton c. Spearman d. Binet	K1	CO2
	8	Which one of the following traits is not a part of the 'big-five' personality traits? a. Self assertiveness b. Conscientiousness c. Openness to experience d. Agreeableness	K2	CO3
5	9	In which a person begins with multiple ideas and reaches one solution? a. Vertical thinking b. Brainstorming c. Divergent thinking d. Convergent thinking	K1	CO2
	10	An interest inventory measures a person's a. Ability to perform a particular task b. Liking for a particular task c. Potential to perform a particular task in the future d. Chances of success in performing a particular task.	K2	CO5

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Describe the contributions of Galton.	K2	CO1
	(OR)			
	11.b.	List out the Importance of Psychometric testings.		
2	12.a.	Explain Binnet Kamet test.	K3	CO2
	(OR)			
	12.b.	Write about Bhatia's Battery.		
3	13.a.	Myers Briggs Type indicator explain in detail with examples for each types.	K4	CO3
	(OR)			
	13.b.	Describe Draw a person/ Man test with the diagram.		
4	14.a.	Write about Hamilton and Beck's depression inventory with scoring and interpretation of it.	K4	CO4
	(OR)			
	14.b.	Explain Bander Gestalt test with suitable example.		
5	15.a.	List out the tests for learning disability with example.	K5	CO5
	(OR)			
	15.b.	Explain Thurstone's vocational Interest schedule with 8 factors of interest.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	List out Types of tests on the basis of construction scoring and behaviour/ characteristics Assessed.	K2	CO1
2	17	Explain Test standardisation, Reliability and validity .	K2	CO1
3	18	Explain Clinical assessment along with any 3 rating scales .	K4	CO4
4	19	What is Projective test and explain any 2 tests.	K3	CO3
5	20	Explain the methods of interest inventories and it's limitation.	K5	CO5

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION DECEMBER 2024
(Second Semester)

Branch- APPLIED PSYCHOLOGY

MAJOR ELECTIVE COURSE – I: BEHAVIOUR MODIFICATION

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Question No.	Question	K Level	CO
1	Frequency, duration, intensity, latency are ----- of behaviour. A.states b. dimensions c. phases d. qualities	K1	CO1
2	In an A-B-A-B design , B refers to ----- and A refers to -----. A. baseline, assessment c. treatment, baseline B. Baseline,treatment d. treatment, assessment	K2	CO1
3	A behaviour occurs is immediately followed by a consequence that results in the increased likelihood of the behaviour occurring in the future. This process is called. A. Reinforcement c. conditioning B. Reinforcer d. operant behaviour	K1	CO2
4	The stimulus presented following the behaviour in positive reinforcement is called A. Conditioned stimulus c. positive stimulus B. Negative stimulus d. aversive stimulus	K2	CO2
5	Which reinforcers are used during shaping because they enable rapid delivery of the reinforcer and prevent satiation from occurring. A.unconditioning b. tangible c. condition d. edible	K1	CO3
6	A prompt should be delivered ----- the discrimination stimulus and ----- the behaviour A. After,before c. before, after B. After,after d. before,before	K2	CO3
7	Which of the following shows the correct sequence in a three-term contingency. A.Discriminative stimulus, response, consequence B Consequence,response, discriminative stimulus C Response,consequence, discriminative stimulus D Discriminative stimulus,consequence,response	K1	CO4
8	Find out, if the CS is presented many times in the absences of the US A. The CS will elicit a CR B. The CS will no longer elicit the CR C. The UC will no longer elicit a UR D. B&C	K2	CO4
9	When using habit reversal procedures, the competing response should be A. The same for different types of habit behaviour B. Incompatible with the habit behaviour C. Easily identifiable by others D. More effortful than the habit	K1	CO5

Cont...

10	The goal of self management strategies is to decrease ---- and to increase ----- A. a controlling behavior, controlled behavior B. Excess behavior, deficit behaviour C. Negative reinforcement, negative reinforcer D. Positive reinforcement, positive reinforcer	K2	CO5
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SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

Question No.	Question	K Level	CO
11.a.	Outline and define behaviour modification and its characteristics.	K3	CO1
	(OR)		
11.b.	Sketch out historical roots of behaviour modification.		
12.a.	Identify the factors influencing the effectiveness of reinforcement.	K3	CO2
	(OR)		
12.b.	Identify the factors influencing extinction.		
13.a.	Analyse forward and backward chaining.	K4	CO3
	(OR)		
13.b.	Examine types of promoting with example.		
14.a.	Examine the ethics of punishment.	K4	CO4
	(OR)		
14.b.	Analyse the functions of problem behaviour.		
15.a.	Explain cognitive behaviour modification.	K5	CO5
	(OR)		
15.b.	Explain fear and anxiety reduction procedure.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Question No.	Question	K Level	CO
16	Examine graphing behaviour and measuring changes.	K4	CO1
17	Examine positive and negative reinforcement and its definition.	K4	CO2
18	Justify shaping as a procedures to establish new behaviour.	K5	CO3
19	“Self management is a procedures to increase desirable behaviour”. Analyse	K4	CO4
20	Explain token economy and behavioural contracts and its type.	K5	CO5

Z-Z-Z END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION DECEMBER 2024
(Third Semester)

Branch – APPLIED PSYCHOLOGY

COUNSELLING AND PSYCHOTHERAPY

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which of the area Murray Bowen contributed to? a. Couple counselling b. Educational counselling c. Rehab counselling d. Family counselling	K1	CO1
	2	Find out the founder of non-directive counselling. a. Carl Rogers b. Sigmund Frued c. E G Williamson d. F C Throne	K2	CO1
2	3	Find the common side effect of ECT. a. Increased appetite b. Memory loss c. Weight gain d. Hallucinations	K1	CO2
	4	Infer the therapeutic technique which is most emphasized in Person-Centered Therapy? a. Interpretation b. Active listening c. Exposure therapy d. Cognitive challenges	K2	CO2
3	5	Find the key component of CBM. a. Free association b. Self-instruction c. Dream analysis d. Role-playing	K1	CO3
	6	Who contributed for the development REBT? a. Rogers b. Michenbaum c. Beck d. Ellis	K2	CO3
4	7	Which psychosexual stage operates at age 7 to 11? a. Anal b. Genital c. Phalic d. Latency	K1	CO4
	8	What are archetypes in Jung's Analytic Therapy? a. Individual memories b. Universal symbols c. Specific life experiences d. Behavioral traits	K2	CO4
5	9	What is one technique often used in MBCT? a. Exposure b. Body scan meditation c. Cognitive reframing d. Role play	K1	CO5
	10	Interpret the involvement of “thinking about thinking” from the following. a. Metacognition b. Dialectic Behaviour c. Cognitive behaviour c. Schema therapy	K2	CO5

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Compare directive and non-directive counselling.	K3	CO1
	(OR)			
	11.b.	Explain the re-educative psychotherapy.		
2	12.a.	Criticize confession and ventilation.	K4	CO2
	(OR)			
	12.b.	Examine any 4 Person Centered Therapeutic techniques.		
3	13.a.	Appraise the applications of social learning.	K5	CO3
	(OR)			
	13.b.	Evaluate the principles of Beck's cognitive therapy.		
4	14.a.	Examine the applications of existential therapy.	K4	CO4
	(OR)			
	14.b.	Analyse the application of Adlerian therapy.		
5	15.a.	Explain the Compassion focused therapy.	K5	CO5
	(OR)			
	15.b.	Evaluate the Solution focused brief therapy.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Evaluate the ethical considerations in counselling and psychotherapy.	K5	CO1
2	17	Analyse the techniques in gestalt therapy.	K4	CO2
3	18	Discuss on Operant conditioning.	K6	CO3
4	19	Explain the techniques of psychoanalytic therapy.	K5	CO4
5	20	Examine the Acceptance Commitment Therapy.	K4	CO5

Z-Z-Z END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION DECEMBER 2024
(Third Semester)

Branch – APPLIED PSYCHOLOGY

MARKETING & CONSUMER BEHAVIOUR

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	The marketing mix refers to: a) Product, price, place, promotion b) Market research, consumer analysis, pricing strategy c) Supply chain management, distribution, advertising d) Customer satisfaction, loyalty, retention	K1	CO1
	2	Consumer behaviour is primarily the study of: a) How individuals make decisions to spend their resources b) Marketing strategies for large corporations c) The financial impact of consumer purchases d) How firms can maximize production efficiency	K2	CO1
2	3	Market segmentation is: a) The process of identifying and categorizing consumers based on common characteristics b) Determining the price of products based on market demand c) The division of a company's marketing strategies d) None of the above	K1	CO2
	4	Target marketing focuses on: a) A single consumer group with distinct needs b) Reaching the widest possible audience c) Products instead of consumers d) None of the above	K2	CO2
3	5	Ethical marketing aims to: a) Increase profits through aggressive marketing b) Ensure fairness, honesty, and transparency in marketing practices c) Manipulate consumer perceptions d) Create new market segments	K1	CO3
	6	Sustainable marketing involves: a) Increasing the lifespan of products to minimize waste b) Limiting the production of luxury goods c) Promoting products that are environmentally friendly and socially responsible d) Cutting down on advertising costs	K2	CO3
4	7	Consumer profiling is the process of: a) Collecting and analyzing data to create detailed descriptions of target audiences b) Categorizing products based on their prices c) Differentiating between high-end and low-end products d) Conducting a competitor analysis	K1	CO4
	8	Persona development in marketing refers to: a) The creation of a fictional character that represents a segment of the target audience b) Choosing a celebrity to endorse a product c) Assessing consumer behavior through focus groups d) Analyzing the effectiveness of marketing campaigns	K2	CO4

Cont...

5	9	Psychological influences on consumer behavior include: a) Cultural traditions and social norms b) Personal beliefs, attitudes, and perceptions c) Marketing promotions and media exposure d) Economic conditions	K1	CO5
	10	Brand equity refers to: a) The monetary value of a brand b) The customer's perception of the value and quality of a brand c) The legal protection of a brand's logo d) None of the above	K2	CO5

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the importance of market segmentation in developing effective marketing strategies.	K2	CO1
		(OR)		
	11.b.	Explain how targeting specific consumer segments can help improve marketing efficiency.		
2	12.a.	Examine the relevance of ethical and socially responsible marketing practices for the reputation and success of a business.	K4	CO2
		(OR)		
	12.b.	Examine the challenges companies face when implementing sustainable marketing practices?		
3	13.a.	Evaluate the role of consumer research in understanding customer preferences and behavior.	K5	CO3
		(OR)		
	13.b.	Evaluate the significance of persona development in creating targeted marketing campaigns.		
4	14.a.	Evaluate the influence of psychological factors such as motivation and perception on consumer decision-making.	K5	CO4
		(OR)		
	14.b.	Evaluate the influence of social and cultural factors on consumer purchasing decisions.		
5	15.a.	Identify the role of branding in creating brand loyalty among consumers. Substantiate your answer with an example.	K3	CO5
		(OR)		
	15.b.	Identify the impact of social media advertising on consumer brand perceptions. Substantiate your answer with an example.		

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Explain the evolution of consumer behavior as a field of study and discuss its relevance in modern marketing practices.	K2	CO1
2	17	Analyze the role of big data in consumer research and how it helps in understanding consumer preferences?	K4	CO2
3	18	Evaluate the influence of internal and external factors on consumer behavior and decision-making processes.	K5	CO3
4	19	Evaluate the process of brand positioning and differentiation in the context of a competitive market.	K5	CO4
5	20	Identify the importance of influencer marketing and its impact on consumer behavior in the digital age using an example.	K3	CO5

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Question No.	Question	K Level	CO
11.a.	Illustrate the properties of Psychometry.	K2	CO1
	(OR)		
11.b.	Explain in brief the thresholds.		
12.a.	Examine the nature of psychological research.	K4	CO2
	(OR)		
12.b.	Distinguish metric & non-metric data.		
13.a.	Discuss the measures of central tendency.	K6	CO3
	(OR)		
13.b.	Elaborate on normal distribution of the data.		
14.a.	Distinguish Type 1 & 2 errors.	K4	CO4
	(OR)		
14.b.	List the steps involved in MRA.		
15.a.	Explain the steps in item analysis.	K5	CO5
	(OR)		
15.b.	Compare the T-Score, Stanine Score, C-Score.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

Question No.	Question	K Level	CO
16	Illustrate rating scales.	K2	CO1
17	Discuss the nature of psychological data.	K6	CO2
18	Distinguish Skewness & Kurtosis.	K4	CO3
19	Explain non-parametric statistics.	K5	CO4
20	Analyze principles of test construction.	K4	CO5

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION DECEMBER 2024
(Third Semester)

Branch – APPLIED PSYCHOLOGY

MAJOR ELECTIVE COURSE – II HUMAN RESOURCE MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Question No.	Question	K Level	CO
1	What are the basic managerial functions of HRM? a) Planning, organising, staffing b) Planning, organising and co-ordinating c) Planning, organising, directing and controlling d) Planning, organising, directing	K1	CO1
2	Which function is not part of HRM function? a) Recruitment b) Selection c) Cost Control d) Training	K2	
3	The process of familiarizing the new employees to the organisation rules and regulations is defined as a) Placement b) Induction c) Recruitment d) Selection	K1	CO2
4	Which of the following is considered as strategic activity? a) Productivity b) Recruitment c) Planning d) Job analysis	K2	
5	OJT stands for what? a) On the job training b) On the job technique c) On the job technology d) Off the job training	K1	CO3
6	What is management development? a) Is a short term in nature b) Focuses on employees' current job c) Is an informal activity d) Aims at overall development of a manager	K2	
7	Relative worth of a job is known through a) Job design b) Job analysis c) Job evaluation d) Job change	K1	CO4
8	What is the process of studying and collecting information about a job? a) HRP b) Job design c) Job analysis d) Job evaluation	K2	
9	Which of the following is correct scope of industrial relations activities? a) Problems between employers and employees as group b) Relationship between employers and employees as group c) Problems between employers and employees as individuals d) Relationship between employers and employees as individuals	K1	CO5
10	Who proposed Hot Stove Rule of Discipline? a) Armstrong b) Stuart c) McGregor d) Skinner	K2	

Cont...

SECTION - B (35 Marks)

Answer **ALL** questions
ALL questions carry **EQUAL** Marks (5 × 7 = 35)

Question No.	Question	K Level	CO
11.a.	Determine the HRM role in achieving organization goals.	K5	CO1
	(OR)		
11.b.	Explain functions & roles of HRM.		
12.a.	Discuss the importance of ethical issues in selection process.	K6	CO2
	(OR)		
12.b.	Design a job description for the role of HR Manger.		
13.a.	Distinguish coaching & mentoring.	K4	CO3
	(OR)		
13.b.	Explain training needs analysis.		
14.a.	Explain performance appraisal methods.	K5	CO4
	(OR)		
14.b.	Determine performance management in a remote work environment.		
15.a.	Discuss the importance workforce diversity in an organization.	K6	CO5
	(OR)		
15.b.	Formulate grievance handling procedure.		

SECTION -C (30 Marks)

Answer **ANY THREE** questions
ALL questions carry **EQUAL** Marks (3 × 10 = 30)

Question No.	Question	K Level	CO
16	Justify HRM as a strategic partner in an organization.	K5	CO1
17	Examine the legal and ethical issues in the process of selection of a candidate for any job in an organization.	K4	CO2
18	Discuss various training methods that can be adopted in an organization.	K6	CO3
19	List out key performance indicators (KPIs) to measure job satisfaction of an employee in an organization.	K4	CO4
20	Explain the employee rights in line with the labour laws.	K5	CO5

Z-Z-Z

END

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain research and the paradigms of research.	K2	CO1
	(OR)			
	11.b.	Discuss the Ethical issues in Psychological research.		
2	12.a.	Analyse sampling techniques. Explain the types of variables.	K4	CO2
	(OR)			
	12.b.	Categorize research hypotheses and explain the criteria for good hypotheses.		
3	13.a.	Trace the need for research design. List out the features of good research design.	K3	CO3
	(OR)			
	13.b.	Elaborate on Application of Non-experimental research designs.		
4	14.a.	Explain the methods of data collection in qualitative research.	K2	CO4
	(OR)			
	14.b.	Explain data analysis softwares.		
5	15.a.	Distinguish the structure and format to write a report according to APA guidelines.	K4	CO5
	(OR)			
	15.b.	Analyse the key issues in writing a report.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Explain the methods of conduction of research.	K2	CO1
2	17	Apply the research process involved in a research.	K3	CO2
3	18	Organize the basic principles of Experimental research designs.	K3	CO3
4	19	List the ways of analysing qualitative research.	K4	CO4
5	20	Distinguish the steps and precautions in writing a research report. Explain how to publish a research paper?	K4	CO5

Z-Z-Z

END