

Madras University

M.Sc Psychology Paper-VI Organizational Psychology and Consumer Behavior Question paper

Part- A (10x2=20)

answer in about 50 words

1. organisational psychology.
2. define the term aptitude
3. personality.
4. stress
5. team building
6. culture.
7. consumer behaviour.
8. persuasion.
9. social class.
10. marketing.

Part - B (5x6=30)

answer in about 250 words

- 11 (a). explain a model of organisational behaviour.
(or)
- 11 (b). describe maslows need hierachy theory

- 12 (a) summarise the types of goals that increase performance.
(or)
- 12 (b) give an account on individual difference.

- 13 (a) briefly explain the significance of human relations.
(or)
- 13 (b) write about the various stages of consumer process.

- 14 (a) discuss the functions of culture.
(or)
- 14 (b) explain the sources of attitude formation.

- 15 (a) does culture influence consumer behavious? discuss.
(or)

15 (b) state the importance and needs for effective communication.

Part -c (5x10=50 marks)

answer in about 500 words

16 (a) describe about attribution theory. explain how it assists in judging other.

(or)

16 (b) evaluate any two approaches to management of organizational change.

17 (a) explain theory x and theory y.

(or)

17 (b) narrate the concepts of market segmentation. explain its importance in consumer behaviour.

18 (a) make an elaborate account on organisational structure.

(or)

18 (b) write a note on contingency approach to leadership.

19 (a) discuss the functions of social class.

(or)

(b) write about the role of family decision making.

20 (a) discuss about personality attributes influencing organisational behaviour.

(or)

(b) write about the barriers of effective communication.