

C-4098

Sub. Code

97844

M.Sc. DEGREE EXAMINATION
APPLIED PSYCHOLOGY – IND PSY.
APRIL 2021 EXAMINATION
&
APRIL 2020 ARREAR EXAMINATION
Fourth Semester
ORGANIZATIONAL BEHAVIOUR — II
(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Write a short note on organizational behaviour.
2. What do you mean by positive psychology?
3. Define – Emotion.
4. Write a short note on consultative style.
5. List out the causes of burnout.
6. Illustrate the ethics in marketing.
7. Write a short note on consumer behaviour.

8. State reinforcement frame work.
9. What do you mean by organizational justice?
10. Write a short note on cultural influences in consumer behaviour.

Part B

(5 × 5 = 25)

Answer **all** questions, by choosing either (a) or (b).

11. (a) Explain the social identify approach to organizational behaviour.

Or

- (b) Describe classical and neo-classical overview.

12. (a) Discuss the traditional theories on work motivation.

Or

- (b) Explain the concept of organisational commitment.

13. (a) Describe the emotional intelligence.

Or

- (b) Explain causes and consequences of emotional labour.

14. (a) Explain the organizational stress and burnout.

Or

- (b) Describe group decision making techniques.

15. (a) Discuss the consumer research process.

Or

(b) Explain the study of consumer behaviour.

Part C (3 × 10 = 30)

Answer **all** questions, by choosing either (a) or (b).

16. (a) Explain the contingency and system approach of organisational behaviour.

Or

(b) Describe the work motivation in the Indian context.

17. (a) Explain leadership traditional framework.

Or

(b) Discuss rational model and bounded rationality.

18. (a) Explain market segmentation and market mix.

Or

(b) Describe consumer buyer behaviour process.

C-4099

Sub. Code

97845

M.Sc. DEGREE EXAMINATION
APPLIED PSYCHOLOGY – (IND. PSY.)
APRIL 2021 EXAMINATION
&
APRIL 2020 ARREAR EXAMINATION
Fourth Semester
HUMAN RESOURCE MANAGEMENT
(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is personnel management?
2. Define : HRM.
3. What are the aims of HR planning?
4. State the importance of job specifications.
5. Mention the legal issues in training.
6. Give a note on management development.
7. Define : Job evaluation.
8. Write a note on incentives.
9. What is collective bargaining?
10. Write the importance of managing dismissals.

Part B

(5 × 5 = 25)

Answer **all** questions by choosing either (a) or (b).

11. (a) Describe the characteristics and challenges of international HRM.

Or

- (b) Discuss the Harvard's model of HRM.

12. (a) Explain the job description and job specifications.

Or

- (b) Give notes on tools of employee's selection.

13. (a) Discuss the forms of training.

Or

- (b) Examine the importance of successive planning.

14. (a) Write the determinants of wages and pay structure.

Or

- (b) Bring out the methods of job evaluation.

15. (a) Describe the futuristic function of HRM.

Or

- (b) Write about the role of trade unions.

Part C

(3 × 10 = 30)

Answer **all** questions by choosing either (a) or (b).

16. (a) Elaborate about HR functions, contributions and evaluation.

Or

- (b) Briefly explain about personnel management and HRM.

17. (a) Describe the process and methods of job analysis.

Or

- (b) Discuss the approaches to training and development.

18. (a) Examine the recent developments in compensation management.

Or

- (b) Explain about the employee security.
