

R7225

Sub. Code

518301

M.A. DEGREE EXAMINATION, NOVEMBER – 2022.

Third Semester

Life Skill Education

RESEARCH METHODOLOGY

(CBCS – 2021 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. List out the elements of research.
2. Describe longitudinal studies.
3. Define hypothesis.
4. Write any two advantages of observation method.
5. What is meant by logistic groups?
6. State any two demerits of focus group.
7. Define reliability.
8. Give examples for descriptive analysis.
9. Write a note on 'Readership'.
10. Mention the main feature of census method.

Part B

(5 × 5 = 25)

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

11. (a) Give an account on quasi experimental research design.

Or

- (b) What do you mean by scientific approach in research

12. (a) Write a detail note on control analysis.

Or

- (b) Highlights the significance of conducting care studies.

13. (a) Differentiate questionnaire from schedules.

Or

- (b) Describe the characteristics of parametric statistical techniques.

14. (a) What are the salient features of voting with regard to GEC (General Entertainment Content)

Or

- (b) Give a detailed account on historical data analysis.

15. (a) State the role of audience survey in media research.

Or

- (b) Media research as a tool of reporting-Justify.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the steps involved in the research process.
17. Explain the various methods of conducting communication research.

18. Bring out the difference between probability and non-probability sampling.
 19. Define validity. Explain the types of validity applicable for quantitative research.
 20. Explicate the ethical perspectives of mass media Research.
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R7226

Sub. Code

518302

M.A. DEGREE EXAMINATION, NOVEMBER – 2022

Third Semester

Life Skill Education

PERSONALITY DEVELOPMENT

(CBCS – 2021 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Write a note on Personality according to your perception.
2. What is meant by success and failure? Give examples from your own life.
3. What is meant by Attitude? Is that the same as altitude and Aptitude?
4. How can we develop positive attitude? Briefly explain.
5. Write the importance of understanding body language.
6. What do you understand about Conflict and how can you manage your own conflict?
7. Explain the need of self -motivation in the modern world.
8. Why some employees face-de-motivation? List reasons.
9. What is Group Discussion and where it is needed?
10. Explain the steps to overcome one's fear?

Part B

(5 × 5 = 25)

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

11. (a) Explain the various dimensions of Personality as illustrated in the theories of Freud and Erickson.

Or

- (b) Describe SWOT analysis and explain its Usage in Fabric Industry.

12. (a) Discuss the Positive attitude and its advantages.

Or

- (b) Describe the guiding principles to identify good habits.

13. (a) List some fundamental problem solving skills needed to face the present fastest world.

Or

- (b) Who is a good leader? List some of his/her qualities for success.

14. (a) Describe Self-Esteem. What are the dos and don'ts to develop Positive Self Esteem?

Or

- (b) What are Internal and External Motives? Explain with suitable examples.

15. (a) What is Personal Interview? Explain how to face an Interview.

Or

- (b) Explain the role of body language in Presenting your ideas.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Illustrate how success can be achieved. List out the hurdles in achieving your success and how to overcome them for being successful in life?
17. Enumerate Habit Cycle and its importance for Growth and Development.
18. What is the main purpose of the time management Matrix? Why it is essential for daily life?
19. Examine the symptoms of personalities having High and Low self-esteem.
20. Illustrate Presentation Skills. How can one use Presentation Skills in Sales and Marketing Field?

R7227

Sub. Code

518303

M.A. DEGREE EXAMINATION, NOVEMBER - 2022.

Third Semester

Life Skill Education

ORGANIZATIONAL BEHAVIOUR

(CBCS – 2021 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Name the schools of OB?
2. Explain the Functions of OB in MNCs.
3. Why should we give importance to Industrial Psychology?
4. Explain the Determinants of organizational climate in Government Sectors?
5. Explain Learning Processes. How the Lifelong Learning is important for growth and Development.
6. Explain Fatigue and its causes in work environment?
7. Explain the basic structure of Organizational Environment?
8. Who are Problematic Employees?
9. Is Self Identity is the need of the hour? What are its characteristics?
10. What is Group cohesiveness? Why it is important?

Part B

(5 × 5 = 25)

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

11. (a) Discuss the application of OB in Industrial environment.

Or

- (b) Critically examine the Five Anchors of OB with suitable situations.

12. (a) Examine the Organization Climate suited for successful Organizational Behaviour.

Or

- (b) Discuss the results and the contributions of Measuring Organization Climate with suitable examples.

13. (a) Explain the Social system determinants and its influences in OB.

Or

- (b) What are the impacts of technology? Explain role of human resource in solving organizational complexity.

14. (a) What is Job satisfaction? Explain the factors influencing Job satisfaction.

Or

- (b) What are conflict and explain the resolution models and its suitability.

15. (a) Discuss the basic elements of Organizational Dynamics.

Or

- (b) Describe Team Building Processes and its types with suitable examples

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Write the application of Approaches and Five Anchors of OB in Modern Organizations?
 17. Discuss the Historical development OB and its modern updates.
 18. Explain the following OB Determinants in appropriate manner: (a) Stress, (b) Fatigue, (c) Monotony, (d) Variability, (e) Complexity.
 19. Describe the problematic employees. How their emotions and values are taken care of by the Management.
 20. What is Interpersonal Relationship? Discuss the skills required for having a good Interpersonal Relationship in Organization's every stages of development.
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R7228

Sub. Code

518305

M.A. DEGREE EXAMINATION, NOVEMBER – 2022

Third Semester

Life Skill Education

ICT SKILLS

(CBCS – 2021 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What are ICT skills? Give examples.
2. Which common ICT skills would you need at your workplace?
3. For admission purpose which documentation software is more useful?
4. Briefly explain the role of animation in film Industry.
5. How the Cropping Image option is useful in working with images?
6. Write about the uses of Photoshop in Banner displays.
7. What is the main function of browser?
8. Write the types of web pages.
9. How will you ask questions on Instagram Stories?
10. Recent features in social medias.

Part B

(5 × 5 = 25)

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

11. (a) Discuss OS Operations and System of works in Computers with suitable diagram.

Or

- (b) Describe the fundamental applications of computers in supermarket field.

12. (a) What are the purpose of Tables and charts in research report writing?

Or

- (b) Predict the future trends in Media field.

13. (a) What are the main tools used in Photoshop? Explain.

Or

- (b) How many types are there in Photoshop? Explain.

14. (a) What is an Internet Service Provider? How it is used?

Or

- (b) What is URL? Explain with suitable examples.

15. (a) How long does the average person spend on social media per day? Discuss with examples.

Or

- (b) What are the biggest problems with social media usage?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Usage of Computers in village development: Narrate your answer.
 17. Influence of Power points in public health, education and environment development. Give your answer.
 18. Discuss the Photoshop applications in Advertisement field.
 19. Explain the role of Internets in present scenario.
 20. National development through Social media: Thrash out your answers.
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R7229

Sub. Code

518306

M.A. DEGREE EXAMINATION, NOVEMBER – 2022

Third Semester

Life Skill Education

EMOTIONAL INTELLIGENCE

(CBCS – 2021 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. How can one understand the emotions of others?
2. What are the functions of Brain in controlling emotions?
3. How the emotional transformations are taking place?
4. What are the benefits of using emotional Intelligence at work place?
5. Explain Inter and Intra personal Emotional intelligence.
6. Write about behaviours noted in Education institutions.
7. What is Behavioural EQ? Why is it important for career development?
8. How does the EQ works for Individuals.
9. Which DISC personality is best for work environment?
10. How can we cope with sudden workplace EI demands?

Part B

(5 × 5 = 25)

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

11. (a) Explain the Power of Emotions in decision making process.

Or

- (b) What are the physiological functions of emotions? Explain.

12. (a) To what extent you are emotionally intelligent? Describe as per your own perception.

Or

- (b) Describe the challenges to develop Personal Competencies.

13. (a) Explain the role of Interpersonal Sensitivity? Expound the practices to develop interpersonal sensitivity.

Or

- (b) Share case studies on empathy?

14. (a) Does emotional communication affects Psychological Well beings.

Or

- (b) Who created the MSCEIT test? Explain the test.

15. (a) Describe Self Motivations? Why it is important for Growth and development.

Or

- (b) How to develop Self management skills in your life?

Part C

(3 × 10 = 30)

Answer any **three** questions

16. How your emotions influence your decisions? Explain with examples.
17. Is Trait Emotional Intelligence is now moving forward? Justify.
18. Explain the importance of Self Motivation with suitable case study discussion?
19. How can you measure EI? What are the two main types of assessment methods used to measure emotional intelligence?
20. Elaborately describe the major Domains of Emotional Intelligence in stress management of Sales and Marketing field and how EI helps in achieving a successful life. Discuss.
