**13**

DE–2957

DISTANCE EDUCATION

B.Sc. DEGREE EXAMINATION, MAY 2008.

Psychology

GENERAL PSYCHOLOGY

(2005 onwards)

Time : Three hours Maximum: 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE of the following.

1. Explain the structure of the brain and its functions.
2. Distinguish between sensation and perception.
3. What do you meant by learning? Explain the principles of learning.
4. Adolescence is most stressful period. Critically evaluate.
5. What is thinking? State the process in thinking.
6. Discuss the influence of emotions on health. Suggest ways to control emotions.
7. Examine the nature of intelligence and state the importance of psychological tests in assessing intelligence.
8. Discuss the contribution of humanistic theories of personality.

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR of the following.

1. Explain the principal parts of the nervous system and briefly indicate their relation.
2. ‘‘There is no perception without sensation’’ – Explain. Illustrate the sensory and perceptual processes.
3. What are the differences between classical and operant conditioning? Describe the contributions of operant conditioning.
4. Give an account on the various biological, social and psychological motives.
5. Differentiate frustration and conflict. Mention the causes of frustration and state the ways to control it.
6. How would you measure intelligence? Explain various tests used for the measurement of intelligence.
7. Describe the type and trait theories of personality.

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**14**

DE-2958

DISTANCE EDUCATION

B.Sc. DEGREE EXAMINATION, MAY 2008.

Psychology

SOCIAL PSYCHOLOGY

(2005 onwards)

Time : Three hours Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1. Explain the experimental and observation methods.
2. Discuss the social life among insects.
3. Explain the nature of person perception.
4. Describe the significance of aggressiveness.
5. Explain sociometry.
6. Describe the psychological processes involved in social change.
7. Explain the role of religion in social learning.
8. Mention the determining factors of ones wants and goals.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

1. Explain the development of social behaviour of children.
2. Discuss the role of language and communication in the development of behaviour.
3. Explain Maslow's theory.
4. Discuss the barriers to the growth of national integration.
5. Explain Thurstone's method of social distance.
6. Explain the emerging patterns of rural leadership in India.
7. Describe the characteristics of group dynamics.

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**15**

DE–2959

DISTANCE EDUCATION

B.Sc. DEGREE EXAMINATION, MAY 2008.

Psychology

ENVIRONMENTAL PSYCHOLOGY

(2005 onwards)

Time : Three hours Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1. Write about obtrusive measurement and unobtrusive measurement of data collection in environmental psychology.
2. List out the characteristics of environmental Perception.
3. What are the nature and function of theory in environmental psychology?
4. Comment on cold temperatures and behaviour.
5. What is the effect of density on social behaviour?
6. How the architectural design made an impact on behaviour?
7. Suggest a design for the good working environment.
8. What is urban Renewal?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

1. What is environmental education? How reinforcement techniques have been employed for changing the behaviours?
2. Discuss about perceived Environmental Quality Index of Criak and Zabe.
3. What are the causes and effects of crowding? Explain them.
4. What is pollution? Explain about types and its causes. What are the remedial measures to prevent the pollutions?
5. Discuss about natural disorders. What are the characteristics and its effects?
6. What is environmental stress? How you can appraise it?
7. Mention the role of learning theories and how it played impact on formation of attitude.

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**23**

DE–2960

DISTANCE EDUCATION

B.Sc. (Psychology) DEGREE EXAMINATION, MAY 2008.

ABNORMAL PSYCHOLOGY

(2005 onwards)

Time : Three hours Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE of the following.

1. What is anti social personalities?
2. Explain neurotic patterns in detail.
3. What are the causes for psychoses?
4. Write a note on cocaine and amphetamines.
5. Explain the classification of pshysomatic disorders.
6. Explain the types of mental retardation associated with physiological causes.
7. What is Manic – depressive psychosis?
8. What are the treatment procedures for obsessive–compulsive neurosis?

PART B — (4 × 15 = 60 marks)

Answer any FOUR of the following.

1. Explain psychoneuroses. Discuss the causes for abnormal behaviour.
2. What do you mean by neurotic nucleus and neurotic paradox. Explain some of the treatment procedures for phobic neurosis.
3. Write a note on paranoia and its treatment.
4. Explain the phases in alcohol addiction, and how alcohol addiction is treated.
5. Discuss the treatment and outcomes of hysterical neurosis.
6. What do you mean by Major hallucinogens?
7. Write a note on :
   1. (a) Down’s Syndrome
   2. (b) Phenyl Ketonuria.

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DE–2961

**24**

DISTANCE EDUCATION

B.Sc. DEGREE EXAMINATION, MAY 2008.

Psychology

HEALTH PSYCHOLOGY

(2005 onwards)

Time : Three hours Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1. Mention the various functions of Health Psychologists.
2. Briefly describe the various sources of stress.
3. Mention few strategies to Quit smoking.
4. Write short note on Physiology of pain.
5. Mention few treatment strategies for Headaches.
6. Define Healthy Child.
7. Mention few habits and lifestyle to make a child healthy.
8. Mention the nutrition and exercise need for aged people.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

1. Explain the need and importance of Health psychologists.
2. Define Alcoholism and explain its effects on behaviour.
3. Mention the major problems of pain. To what extent the pain has impact on cognitive behaviour.
4. Explain the strategies of coping with chronic or catastrophic illness.
5. Explain the emotional aspects of chronically ill children.
6. Explain the various intervention programmes for children with cystic fibrosis.
7. Explain ways and means for promotion and preservation of mental health among aged people.

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DE–2962

DISTANCE EDUCATION

B.Sc. (Psychology) DEGREE EXAMINATION, MAY 2008.

PSYCHOLOGY AND NUTRITION

(2005 onwards)

Time : Three hours Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1. Explain the role of nutrition in brain development and behaviour .
2. What is the role of diet during labour?
3. Analyse the importance of diet in lactation.
4. Explain the influence of diet and chronic disease.
5. What are the behaviour aspects of hypertension?
6. What is the role of the nutrition counsellor?
7. Explain protein-energy malnutrition and its effect.
8. Discuss the diagnosis and treatment for bulimia.

PART B — (4 × 15 = 60 marks)

Answer any FOUR of the following.

1. Evaluate the environmental enrichment and deprivation.
2. Analyse the dietary intake and requirements of older people.
3. Write a note on identification of nutritional problems.
4. Explain the contradictions between knowledge of nutrition and behaviour.
5. What are the effect of age on blood pressure? List down the preventive measures for HTN.
6. What are the associated factors of hypertension?
7. Write a note on :
8. (a) Assessment of Nutritional status
   1. (b) Child Nutrition programmes.

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DE–2963

DISTANCE EDUCATION

B.Sc. (Psychology) DEGREE EXAMINATION, MAY 2008.

COUNSELLING PSYCHOLOGY

(2005 onwards)

Time : Three hours Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE of the following.

1. Explain the term counselling with its different areas.
2. What are the steps involved in counselling process?
3. Bring out the qualities of a counsellor.
4. Mention the limitations of group counselling.
5. Write the procedure for selection and training of counsellors.
6. Discuss trends in counselling.
7. What are the ethical considerations in counselling?
8. Bring out the importance of career guidance.

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR of the following.

1. Define Counselling. Discuss various approaches in counselling.
2. Bring out the essential aspects in counselling interview.
3. What do you mean by individual counselling? Discuss similarities and dissimilarities between individual and group counselling.
4. Explain various types of groups.
5. Discuss the interview techniques.
6. Describe the important factors that affect counselling process.
7. What are the professional issues related to counselling?

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DE–2964

DISTANCE EDUCATION

B.Sc. (Psychology) DEGREE EXAMINATION, MAY 2008.

INDUSTRIAL PSYCHOLOGY

(2005 onwards)

Time : Three hours Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE of the following.

1. Define industrial psychology. Explain the basic concepts of industrial psychology.
2. What is individual behaviour? Write the dimensions of individual differences.
3. What are the factors influencing the individual behaviour?
4. Write notes on Monetary and Non–Monetary incentives in industries.
5. Discuss the Boredom and Monotony.
6. Explain the Group dynamics.
7. Define stress and explain the managing stress.
8. What is industrial accidents? How to prevent it?

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR of the following.

1. What are the objectives of Industrial Psychology and explains the Foundations of Industrial Psychology.
2. Explain the factors influencing the individual behaviour.
3. Define the job satisfaction. Discuss the factors involved in job satisfaction.
4. Explain the causes and remedies of Boredom and Monotony.
5. What is the meaning of Leadership? Explain the qualities of a successful leader.
6. Discuss about the Group dynamics, Group norms and Group cohesiveness.
7. What is employee counselling? Discuss its significance, types and process.

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DE–2965

DISTANCE EDUCATION

B.Sc. (Psychology) DEGREE EXAMINATION, MAY 2008.

EDUCATIONAL PSYCHOLOGY

(2005 onwards)

Time : Three hours Maximum : 100 marks

PART A — (40 marks)

Answer any FIVE questions from the following.

All questions carry equal marks.

1. How can Educational Psychology be made more functional in the work of the teacher?
2. How heredity contributes significantly towards physical constitution?
3. What do you mean by learning curve?
4. ‘Motivation is a vital condition of learning’. Discuss the statement and suggest ways and means by which school learning can be effectively motivated.
5. What is conditioned response theory? What is its significance for class room teaching?
6. Describe any individual test of intelligence that you know. Mention its uses and limitations.
7. Explain Freud’s psychoanalytic theory of personality.
8. Describe the tools commonly used by the counsellers and mention for what each one is used.

PART B — (60 marks)

Answer any FOUR questions from the following.

All questions carry equal marks.

1. Why psychology should be called a science? Mention different criteria. Explain the nature of psychology in the light of these criteria.
2. Discuss the principles of growth and development in detail.
3. What is the meaning of individual differences? Discuss the causes and nature of individual differences.
4. Mention the main types of learning. Which theories of learning have a great significance to the teacher?
5. What are the different theories of intelligence? Discuss any two of them.
6. Which are the important techniques for the measurement of personality? Explain any two of them.
7. What is a backward child? What are the reasons for backwardness? What should be the nature of education for a backward child?

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DE–2966

DISTANCE EDUCATION

B.Sc. (Psychology) DEGREE EXAMINATION, MAY 2008.

MARKETING AND ADVERTISING

(2005 onwards)

Time : Three hours Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1. Discuss the significance of marketing in the modern world.
2. What are the Psychological Factors that influence consumer’s decision making?
3. Define advertising. Discuss briefly the objectives of advertising.
4. Comment on the qualities of a successful salesman.
5. What is prospecting? What is its significance?
6. Describe the objectives of preapproach.
7. What is presentation? Discuss the features of a good preservation.
8. What is closing? What are the objectives of closing?

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

1. Define market and discuss the major approaches of market segmentation.
2. What do you mean by buying motives? Explain the importance of studying consumer behaviour in marketing.
3. Discuss the essential features of a sound advertising policy.
4. Bring out the major qualities of a successful salesman.
5. Explain the methods of prospecting.
6. Discuss the procedure of handling sales objections.
7. What do you understand by approach? Explain the requisites of a good approach.

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DE–2967

**35**

DISTANCE EDUCATION

B.Sc. (Psychology) DEGREE EXAMINATION, MAY 2008.

EXPERIMENTAL PSYCHOLOGY

(2005 onwards)

Time : Three hours Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE of the following.

1. What is experimental psychology? Explain the nature of experimental psychology.
2. Differentiate between qualitative and quantitative research.
3. What is meant by forgetting? Explain any three causes for it.
4. Explain the state of reinforcement in Skinner operant conditioning.
5. How would you maximise positive transfer of learning among students?
6. Define ranking method. Examine the importance of ranking method.
7. What are personality types? How can personality be assessed?
8. What do you mean by aptitude? Can you measure aptitude? Explain.

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR of the following.

1. Describe the different approaches in Experimental psychology and state the influence of variables in experimentation.
2. Define psychological method. Explain the method of average error and frequency method.
3. Explain Trail and error method of learnings.
4. What is meant by remembering? Discuss the factors that are influencing remembering.
5. Thinking, Attention, Problem solving – Explain with suitable examples.
6. How will you identify and promote creativity among the students?
7. Discuss any two projective techniques to assess personality.

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