



PSYCHOLOGY (M): 2012

MOCK TEST (5)

Test Code: M105

Time Allowed: Three Hours

Maximum Marks: 300

INSTRUCTIONS

Answer must be written in the medium specified in the Admission Certificate issued you, which must be state clearly on the cover of the answer book in the space provided for the purpose . No Marks will be given for the answers written in a medium other than that specific in the Admission Certificate.

Candidates should attempt Question 1& 5 which are compulsory, and any three of the remaining questions, selecting at least one from the each section.

All questions carry equal marks.

Parts of the same question must be answered together and must not be interposed between answers to other questions.

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SECTION A

1. Answer the following, each in not more than 100 words:

(a) What do you understand by the "functionalist" approach to emotions? 10

(b) Discuss the role of motivators and hygiene factors in organizational productivity. 10

(c) How does associating positive meaning to behavior motivate us? 10

(d) "Power works best when it is seen least." Explain. 10

(e) Write a short note on somatic theories of emotions. 10

(f) How would you define transformational and transactional leadership styles? 10

2. (a) Critically evaluate the argument that cognitive activity-in the form of judgments, evaluations, or thoughts-is necessary for an emotion to occur. 20

(b) Critically evaluate the relationship between expectancy attitude, motivation and job behavior. 20

(c) How is the internalization of extrinsic motivation linked to competence and sense of relatedness? Elucidate and give examples. 20

3. (a) How does the perceived levels of task difficulty and evaluation apprehension affect performance? Elaborate. 30

(b) What do you understand by consumer psychology? Are there any cultural differences in the prevalence of appeals through advertisements? Explain with the help of suitable examples. 30

4. (a) "Emotion is the cognitive interpretation of a physiological response." Explain with the help of suitable examples. 30

(b) Critically evaluate various theoretical models on the relationship between stressful situations and strains in an organization? What could be the possible stress reactions? 30

SECTION B

5. Answer the following, each in not more than 100 words:

(a) What is the role of Psychology in media studies? 10

(b) List the essential characteristics of entrepreneurs. 10

(c) Write a short note on the role of HR in information technology. 10

(d) What has been the achievements of consumer movements in India? 10

(e) Discuss in brief the new media and quality of life. 10

(f) What are the problems in the assessment of achievement motivation? 10

6. (a) Are the effects of media too complex to understand with scientific evaluation? Critically examine with the help of relevant examples. 30

(b) Elucidate gender differences in causal attribution patterns and its relation to expectations for success and subsequent achievement striving. Give suitable examples. 30

7. (a) What are the direct and indirect effects of online learning on distance education? Discuss the influence of perceived institutional presence on learning outcomes. 30

(b) Is it possible that all those who undergo specially prepared achievement motivation training programmes do not benefit equally from the programmes? Critically examine the probable causes. 30

8. (a) What are the essential personality traits that could have significant impact on the e-commerce adoption among entrepreneurs? Elucidate the correlation. 30

(b) "The entrepreneur may be driven not only by economic motives but also by psychological motives like the desire to innovate and create new products." Explain in the context of cross-cultural differences in entrepreneurial activity. 30