# SCHEME OF EXAMINATION FOR M.A. (PSYCHOLOGY) SEMESTER III & IV 2013-14.

There would be four theory papers, each carrying 100 marks and a practical of 100 marks in each semester. Each student would be required to opt four theory papers.

# M.A. (SEMESTER-III) PSYCHOLOGY 2013-14

Paper No.	Nomenclature of the paper	M.Marks		Time
		Internal	Exam.	
		Assessment		
XI	Psychological Testing	20	80	3 hrs.
XII	Foundations of Clinical Psychology	20	80	3 hrs.
XIII	Guidance and Counseling – Basic Processes	20	80	3 hrs.
XIV	Social Psychology	20	80	3 hrs.
XV	Neuro Psychology	20	80	3 hrs.
XVI	Foundations of Health Psychology	20	80	3 hrs.
XVII	Child Psychology	20	80	3 hrs.
XVIII	Industrial and Organizational Psychology	20	80	3 hrs.
XIX	Positive Psychology	20	80	3 hrs.
XX	Personality	20	80	3 hrs.
XXI	Practicum		100	4 hrs.

# M.A. (SEMESTER-IV) PSYCHOLOGY 2013-14

Paper No.	Nomenclature of the paper	M.Marks		Time
		Internal	Exam.	
		Assessment	•	
XXII	Psychometrics	20	80	3 hrs.
XXIII	Clinical Intervention	20	80	3 hrs.
XXIV	Guid. and Counseling- Skills and Strategies	20	80	3 hrs.
XXV	Applied Social Psychology	20	80	3 hrs.
XXVI	Management of Health and Illness	20	80	3 hrs.
XXVII	Developmental Psychopathology	20	80	3 hrs.
XXVIII	Human Resource Development	20	80	3 hrs.
XXIX	Consumer Psychology	20	80	3 hrs.
XXX	Practicum		100	4 hrs.

## Paper XI

## PSYCHOLOGY M.A (SEMESTER III) PSYCHOLOGICAL TESTING

Max. Marks :100 Internal Assessment. : 20 Examination: 80

Time: 3 hrs

**Note:**- A) Nine questions would be set in all.

- B) Question No 1 based on the entire syllabus, would be compulsory. It would contain eight short answer questions of two marks each.
- C) There would be two questions (16 Marks each) from each of the four units.
- D) Candidates would be required to attempt five questions (one compulsory and selecting one from each unit).

### UNIT -I

## **Psychological Testing**

Nature, Origins, Functions of Psychological Tests.

#### **Test Administration**

Effects of Examiner and Situational Variables; Examinee's perspective; Effects of training on test performance.

#### UNIT -II

#### Test construction

Steps of test construction; Ethical issues in psychological testing.

#### **Norms**

Meaning, Types: Age, Grade, Percentile, Standard Scores, Normalized standard score.

#### UNIT -III

## Intelligence and Aptitude testing

Stanford- Binet, Wechsler Scales; Differential Aptitude Test.

## **Personality Testing**

Self- reporting inventories: MMPI, Neo Personality Inventory; Projective techniques: Inkblot & Pictorial

#### **UNIT-IV**

## **Applications of Testing**

Achievement tests; Career and Work Values Assessment; Infant and Pre school testing; Assessment of mentally retarded

#### Special Topics and Issues in Testing

Computer – aided psychological testing and its evaluation; Future of testing.

- Aiken, L.R., & Groth- Marnat, G. (2009). **Psychological Testing and Assessment.** New Delhi: Pearson Education.
- Anastasi , A., & Urbina, S. (1997). **Psychological Testing** (7<sup>th</sup> Ed.). New Delhi: Pearson Education.
- Gregory, R.J., (2004). **Psychological Testing: History, Principles and Applications** (4<sup>th</sup> Ed.). New Delhi: Pearson Education.
- Kline, P. (1993). **The Handbook of Psychological Testing**. London: Routledge.
- Murphy, K.R., & Davidshofer, C.O. (1988). Psychological Testing: Principles and Application. New Jersey: Prentice Hall.
- Singh, A.K. (2006). **Tests Measurements and Research Methods in Behavioural Sciences.** New Delhi: Bharati Bhawan.

# Paper XII

## PSYCHOLOGY M.A (SEMESTER III) FOUNDATIONS OF CLINICAL PSYCHOLOGY

Max Marks: 100

**Internal Assessment: 20** 

Examination: 80

Time: 3 hrs

## **Note:**- A) Nine questions would be set in all.

- B) Question No 1 based on the entire syllabus, would be compulsory. It would contain eight short answer questions of two marks each.
- C) There would be two questions (16 Marks each) from each of the four units.
- D) Candidates would be required to attempt five questions (one compulsory and selecting one from each unit).

#### UNIT -I

## Clinical Psychology, Nature and development

Activities of Clinical Psychologists , Development of Clinical Psychology as a Profession, Clinical psychology and other related fields.

#### **Professional Issues**

Professional training, Professional regulation and Professional ethics.

#### **UNIT-II**

#### Methods and Clinical Assessment

Methods of study in Clinical Psychology

## Clinical Assessment

Clinical interview, Case history, Mental State examination.

## **UNIT-III**

## Diagnosis and Classification

Diagnosis and classification: Meaning, Purpose of classification, Multiaxial system- DSM IV Treatment

Psychotherapy: Meaning and nature; Models of intervention.

### **UNIT-IV**

#### Treatment

Psychoanalytic therapy,

Behaviour therapy: Systematic desensitization Cognitive Behaviour therapies- REBT & CBT

Client centered & Gestalt, existential.

#### **References:**

Bellack, A.S., & Hersen, M. (1980). Introduction to Clinical Psychology. New York: Oxford University Press.

- Carson, R.C., Butcher, J.N., & Mineka, S. (2000). **Abnormal Psychology and Modern Life** (11<sup>th</sup> Ed.). New Delhi: Pearson.
- Carson, R.C., Butcher, J.N., Mineka, S., & Hooley, J.M. (2007). **Abnormal Psychology** (13<sup>th</sup> Ed.). New Delhi: Pearson.
- Hecker, J.E., & Thorpe, G.L. (2005). **Introduction to Clinical Psychology: Science, Practice and Ethics.** New Delhi: Pearson.
- Hersen, M., Kazdin, A.E., & Bellack, A.S. (1983). The Clinical Psychology Handbook. New York: Pergmon Press.
- Kellerman, H., & Burry, A. (1997). Handbook of Psychodiagnostic Testing: Analysis of Personality in the Psychological Report. Boston: Allyn & Bacon.
- Korchin, S.J. (1976). **Modern Clinical Psychology: Principles of Intervention in the Clinic and Community.** New York: Harper.
- Nietzel, M.T., Bernstein, D.A. & Milich, R. (1994). **Introduction to Clinical Psychology** (4<sup>th</sup> Ed.). New Jersey: Prentice Hall.
- Trull, T.J., & Phares, E.J. (2001). Clinical Psychology: Concepts Methods and Profession (6<sup>th</sup> Ed.). Belmont: Wadsworth.
- Verma, S.K., & Puri, A. (1996). **Law and Clinical Psychologists in India.** Indian Journal of Clinical Psychology, Vol 23 No 2, 79-86.

# PSYCHOLOGY M.A (SEMESTER III ) GUIDANCE AND COUNSELLING -BASIC PROCESSES

Max Marks: 100

**Internal Assessment: 20** 

Examination: 80 Time: 3 hrs

**Note:** - A) Nine questions would be set in all.

- B) Question No 1 based on the entire syllabus, would be compulsory. It would contain eight short answer questions of two marks each.
- C) There would be two questions (16 Marks each) from each of the four units.
- D) Candidates would be required to attempt five questions (one compulsory and selecting one from each unit).

#### UNIT -I

## Concept of Guidance and Counselling

Meaning, Nature, Goals and Principles; Need and Relevance.

Emergence and Growth of Guidance and Counselling Psychology; Guidance and counselling Movement in India

Ethical and legal considerations

#### UNIT-II

## Organizing a Guidance Programme

Principles of organizing an effective guidance program; Guidance activities at Elementary, Secondary and Senior Secondary level.

Meaning & Importance of Counselling Skills & Strategies; Stages of Counselling

#### **UNIT-III**

#### **Educational Guidance**

Nature, Pupil Personnel work, Pupil Appraisal information, School Curriculum and Guidance.

#### Vocational Guidance

Nature, Study of Occupations- Collecting and Disseminating occupational information; Theories of occupation choice.

Role of counselor in education and vocational guidance.

#### **UNIT-IV**

Developing Empathy, rapport establishment, respect and genuineness.

Skills of Counselor

Selection, implementation, evaluation,

Observation, listening, silence, attending behaviour, use of questions & termination of counselling.

- Arther J. J., (1971). **Principles of Guidance** Delhi : Tata Mc Graw Hill.
- Bhatnagar, A., & Gupta N. (1999). **Guidance & Counselling : Practical** (Vol I & II) New Delhi: Vikas Publishing House.
- Bernard, H., & Fullmer, D.W. (1977) . **Principles of Guidance**, New York : Harper & Row.
- Chauhan, V., & Jain., (2004). Nireshan Evam Pramarsh. Udaipur: Ankur Prakashan.
- Gelso, C., & Fretz, B. (2001). **Counselling Psychology**. USA: Harcourt College.
- George, R.L., & Cristiani, T.S. (1995). Counselling Theory & Practice. Boston: Allyn & Bacon.
- Nelson Jones, R. (1994). The Theory and Practice of Counselling Psychology. London: Cassell.
- Gupta, S.K. (1985). **Guidance and Counselling.** Delhi: Mittal.
- Kochhar, S.K. (1984). **Educational and Vocational Guidance in Secondary Schools.** New Delhi: Sterling.
- Palmer, S., & Mc Mohan, G. (1997). **Handbook of Counselling Psychology.** London: British association for counselling.
- Pietrofessa, J.J., Bernstein, B., Minor, J., & Stanford, S. (1980). **Guidance: An Introduction.** Chicago: Ranel Mc Nally College.

## Paper XIV

## PSYCHOLOGY, M.A (SEMESTER III) SOCIAL PSYCHOLOGY

Max Marks: 100 Internal Assessment: 20 Examination: 80

Time: 3 hrs

**Note:** - A) Nine questions would be set in all.

- B) Question No 1 based on the entire syllabus, would be compulsory. It would contain eight short answer questions of two marks each.
- C) There would be two questions (16 Marks each) from each of the four units.
- D) Candidates would be required to attempt five questions (one compulsory and selecting one from each unit).

#### UNIT -I

## Introduction to Social Psychology

Social Psychology in the new millennium, Origins and development of social psychology. Social Psychological theories: Symbolic Interactionism, Role Theory, Social Learning theory, Exchange theory.

#### Socialization

Nature of socialization, Agents, Process of Socialization.

#### UNIT -II

#### Social Cognition

Non- Verbal communication, Attribution processes, Biases in attribution; Impact of Schemas, Heuristics.

## Knowing the Self

Social Interaction and Self- Conception, Self- Attribution, Biases in Self- Attribution, Self-Perception and Psychological well-being.

#### **UNIT-III**

#### Attitude Formation and Change

Formation of Attitudes, Attitudes and Information Processing, Attitude Change: Cognitive Dissonance.

## Social influence

Social Power, Conformity, Compliance and Obedience.

## UNIT -IV

#### Helping and Hurting

Pro- Social Behaviour: Nature; Aggression: Nature; Prevention of Aggression

## Group dynamics

Nature and Function of Groups, Task Performance in Groups, Decision making.

- Baron R.A., Branscombe, N.R., Byrne, D., & Bhardwaj, G., (2012). **Fundamentals of Social Psychology.** New Delhi: Pearson.
- Baron, R.A., & Byrne, D., (2005). **Social Psychology** (9<sup>th</sup> Ed.). Hindi Translation. New Delhi : Pearson Education.
- Baron, R.A., Byrne, D., & Johnson, B.T (1998). **Exploring Social Psychology.** Boston : Allyn & Bacon.
- Baron, R.A., & Byrne, D. (2005). **Social Psychology**. New Delhi: Pearson Education.
- Crisp, R. J., & Turner, R. N. (2010). Essential Social Psychology. London: Sage.
- Sanderson, C.A. (2010). **Social Psychology.** USA: John Wiley and Sons.
- Singh, A.K. (2010). An Outline of Social Psychology. Delhi : Moti Lal Banarsidas.
- Stephan, C.W., & Stephan, W.G. (1990). **Two Social Psychologies**. California: Wadsworth.
- Worchel, S.W., Cooper, J. Goethals, G.R., & Olson, J.M. (2000). **Social Psychology.** London: Wadsworth.

## Paper XV

## PSYCHOLOGY M.A (SEMESTER III) NEUROPSYCHOLOGY

Max Marks: 100 Internal Assessment: 20 Examination: 80

Time: 3 hrs

**Note: -** A) Nine questions would be set in all.

- B) Question No 1 based on the entire syllabus, would be compulsory. It would contain eight short answer questions of two marks each.
- C) There would be two questions (16 Marks each) from each of the four units.
- D) Candidates would be required to attempt five questions (one compulsory and selecting one from each unit).

#### UNIT -I

CNS: Gross anatomy and classification, Ventricular system and meninges.

Methods of Investigations: Electrophysiological procedures – EEG and EP; Scanning and imaging of brain – CT, MRI, PET, and fMRI

#### UNIT -II

Intracranial tumours: Types, causes, diagnosis, symptoms and management.

Cerebrovascular disorders: Types, causes, diagnosis, symptoms and management

#### **UNIT-III**

Degenerative disorders: Alzheimer's disease, Parkinson's Disease and Huntington's disease – Causes, symptoms and management.

Cerebral trauma: closed head injuries and open head injuries – causes, symptoms & Management

### **UNIT -IV**

Neuropsychological assessment batteries : Halstead- Reitan, Luria- Nebraska, PGI Battery of Brain Dysfunction, AIIMS Neuropsychological Battery.

- Bolles, F., & Grafman, J. (1988). **Handbook of Neuropsychology**. New York: Elsevier.
- Carlson, Neil. R. (2005). **Foundations of Physiological Psychology.** (6<sup>th</sup> Ed. LPE), New Delhi: Pearsons Education.
- Dimond, S.J. (1980). **Neuropsychology: A textbook of systems and psychological functions of the human brain**. Butter worths: London-Boston .
- Figser, S.B., &Boll, T.J. (1981). **Handbook of Clinical Neuropsychology**. New York: Wiley-Intarscience.
- Filskov, S.B., & Boll, T.J., (1981). **Handbook of Clinical Neuropsychology**. New York: John Wiley.
- Goldstein, G., & Hersen, M. (1984). **Handbook of Psychological Assessment**. New York: Pergamon.
- Grahm, R.B., (1990). **Physiological Psychology**. California: Wadsworth.
- Hersen , M., Kazdin, A.E., & Bellack A.S. (1991). **The Clinical Psychology Handbook** . New York: Pergamon.
- Jarvis, P.E., & Jeffery, T. Barth (1994). **Halstead- Reitan Neuropsychological Test Battery: A Guide to Interpretation and Clinical Application.** Aorida: Psychology Assessment Resources
  Inc.
- Kolb, B., & Whisaw, I.Q. (1990). **Fundamentals of Human Neuropsychology**. New York: Freeman, W.H.
- Walsh, K. (1994). **Neuropsychology: A Clinical Approach**. New Delhi: Churchill Livingstone.
- Zillmer, E.A., Spiers M. V.,& Culbertson, W.C. (2008). **Principles of Neuropsychology**. Stanford: Wadsworth Thomson.

## PAPER-XVI

## PSYCHOLOGY M.A (SEMESTER III) FOUNDATIONS OF HEALTH PSYCHOLOGY

Max.Marks: 100

**Internal Assessment.: 20** 

Examination: 80 Time : 3 hrs.

**Note:-**A) Nine questions would be set in all.

- B) Question No. I based on the entire syllabus, would be compulsory. It would contain eight short answer questions of two marks each.
- C) There would be two questions (16 marks each) from each of the four units.
- D) Candidates would be required to attempt five questions (one compulsory and selecting one from each unit).

## **UNIT-I**

## Health Psychology

History, Emergence and Approaches to Health Psychology – Clinical, Public, Community and Critical.

Research Methods of Health Psychology

Quantitative, Qualitative and Action Research.

#### **UNIT-II**

Social Inequality and Health

Ethnicity, Social class, Socio-economic status, Gender and Social relations.

Culture and Health

Western (Biomedical and Bio psychosocial Models) and Non-Western views.

#### **UNIT-III**

Health Enhancing Behaviour: Exercise, Accident prevention, Nutrition.

Health Compromising Behaviour: Alcoholism, Smoking, Obesity

#### **UNIT-IV**

Positive Psychology and Health: Happiness, Flow, Hope and Optimism

Health Psychology today and tomorrow: Important lessons, Future Challenges.

- Carr, A. (2004). **Positive Psychology: The Science of Happiness and Human Strengths.** New York: Brunner Routledge.
- Dimatteo, M.R., & Martin, L.R. (2007). **Health Psychology**. New Delhi: Pearson Education.
- Malhotra, S.M., Batra, P., & Yadava, A. (2007). **Health Psychology: Psycho-Social Perspective.** New Delhi: Common Wealth Publishers.
- Marks, D.F., Murray, M., Evans, B. Willig, C, Woodall, C., & Sykes, C.M. (2008). **Health Psychology: Theory, Research and Practice.** New Delhi: Sage
- Roberts, R., Towell, T., & Golding, J.F. (2001). **Foundations of Health Psychology.** New York: Palgrave.
- Singh, R., Yadava, A., & Sharma, N.R. (2005). **Health Psychology.** New Delhi: Global Vision.
- Snyder, C.R., & Lopez, S.J. (2009). **Positive Psychology**. New Delhi: Sage.
- Straub, R.O. (2007). **Health Psychology: A Biopsychosocial Approach**. New York: Worth Publishers.
- Taylor, S.E. (2003). **Health Psychology**. New York: McGraw Hill.
- Yadava, A., & Sharma, N.R. (2007). **Positive Health Psychology**. New Delhi: Global Vision.
- Sanderson, C.A. (2011). **Health Psychology** (2<sup>nd</sup> Ed.). USA: John Wiley & Sons, Inc.
- Marks, D.F., Murray, M., Evans, B., & Estacio, E.M. (2011). **Health Psychology: Theory, Research and Practice.** New Delhi: Sage.
- Gurung, R.A. R. (2010). **Health Psychology: A Cultural Approach.** USA: Wadsworth.

## PSYCHOLOGY M.A (SEMESTER III) CHILD PSYCHOLOGY

### Paper XVII

Max. Marks: 100 Internal Assessment: 20

Examination: 80 Time: 3 hrs

**Note:** - A) Nine questions would be set in all.

- B) Question No 1 based on the entire syllabus, would be compulsory. It would contain eight short answer questions of two marks each.
- C) There would be two questions (16 Marks each) from each of the four units.
- D) Candidates would be required to attempt five questions (one compulsory and selecting one from each unit).

#### UNIT -I

Child psychology: Nature of Human Development; Methods for studying Child Development: Cross sectional, Longitudinal and Sequential design method.

Pre Development and Birth: Stages from conception to Birth, Interactions immediately after Birth, Early Social Behaviour and Social Interactions; Early Bondings and Imitation.

#### UNIT -II

Social World of the child: Parents and families; Development of Attachment Relationship: Infant – Mother Attachment, Adult Attachment; Care outside Family: Day care, Fathering, Grand Parents and Step Parenting.

Siblings and Peer Group: Siblings in Home Environment, Sibling Teachings and influences; Conflict and Social comparison: Twins, Only Children, Birth order, Peer relationship in Pre school and School; Measurement of Sibling and Peer group: Sociometry- Rejected, Popular, Social and Withdrawn Children.

#### **UNIT-III**

Development of Emotional Intelligence and Social Awareness: Emotional Development, Recognizing and understanding emotions in others, Emotional Intelligence; Self Concept and Self Esteem; Gender Identity and Sex Differences.

Language and Cognitive Development: Sequence of Language, Narrative skills, Pre Reading and Pre Writing Skills; Dyslexia; Language and Cognition: A Piagetian perspective of Cognitive Development; Information Processing and Problem Solving Strategies.

#### UNIT -IV

Assessment, Diagnosis and Treatment in Childhood Disorders: Childhood fears, Ethnic and Racial differences in fear; Child Anxiety Disorders: Cognitive and Subjective distress, Behaviour Response and Avoidance, Separation Anxiety disorder.

Health Related Disorders: Juvenile Diabetes; Social Adjustment and School Performance; Substance use and Disorders and Substance- Dependence; Role of Family and Peer group; Childhood Obesity and Eating Disorders.

- Beidel, D.C., & Alfano , C.A., (2005). **Child Anxiety Disorder: A Guide to Research and Tretament** (2<sup>nd</sup> Ed. ) . London: Routledge Publishers.
- Eric. J., Mask.M., David, A. Wolfe. (2010). **Abnormal Child Psychology.**(4<sup>th</sup> Ed). Canada: Wadsworth cengage learning products.
- Santrock, J.W., & Bartlett, J.C. (1986). **Developmental Psychology: A Life Cycle perspective.** USA: Brown Publishers.
- Slater, A., & Bremner, G. (2011). **An Introduction to Developmental Psychology.** (2<sup>nd</sup> Ed.) Glasgow: Bell and Bain Ltd.
- Smith, P.K., Cowie, H., & Blades M. (2011). **Understanding Children's Development** (5<sup>th</sup> Ed.) U.K.: Wiley Publication.

## Paper XVIII

# PSYCHOLOGY M.A (SEMESTER III) INDUSTRIAL AND ORAGANIZATIONAL PSYCHOLOGY

Max. Marks: 100 Internal Assessment: 20 Examination: 80

Time: 3 hrs

**Note:** - A) Nine questions would be set in all.

- B) Question No 1 based on the entire syllabus, would be compulsory. It would contain eight short answer questions of two marks each.
- C) There would be two questions (16 Marks each) from each of the four units.
- D) Candidates would be required to attempt five questions (one compulsory and selecting one from each unit).

#### UNIT -I

Principles, Practices and Problems of Industrial- Organizational Psychology

Major Fields, Historical Development and Challenges for I/O Psychology.

Techniques, Tools and Tactics

Methods of Psychological Research, Methods of Data Analysis; Ethics in I/O Psychology.

#### UNIT -II

## **Working Conditions**

Physical Working Conditions, Psychological and Social issues, Safety, Violence and Health at the Work Place.

## Organizational Communication

Functions, Components, Methods and Networks of Communication, Barriers to Communication, Improving Interpersonal Communication Skills.

#### **UNIT-III**

#### Leadership

Approaches, Styles, Functions and Problems of Leadership; Women and Minority Employees in Management.

Motivation, Job Satisfaction and Job Involvement

Application of Motivation, Content and Process Models; Relationship between Job Satisfaction and Job Behaviour; Job Involvement and Organizational Commitments.

#### **UNIT-IV**

## Organizational Development

Characteristics of Effective Change Programme, Empowerment, Downsizing, Work Schedules; Future Issues and Challenges.

Work Stress and its Management

Nature, Sources, Effects and Causes of Stress; Managing Stress: Individual Coping and Organizational Coping Strategies.

- Aamodt, M.G.(2010). **Industrial/Organizational Psychology**. (6<sup>th</sup> Ed) USA: Wadsworth cengage learning.
- Blum, M.L., & Naylor, J.C. (1984). **Industrial Psychology.** Delhi: CHS Pub.
- Nelson, D.L., & Quick, J.C. (2008). **Organizational Behaviour.** U.S: South Western Thomson learning.
- Robbins, S.P., Timothy, A.J., & Sanghi S. (2010). **Organizational Behaviour**. New Delhi: Pearson.
- Schultz, D., & Schultz, S.E. (2004). **Psychology and Work today.** New Delhi: Pearson.
- Singh, K. (2010). **Organizational Behaviour : Text and Cases.** New Delhi: Pearson.
- Spector, P.E. (1996). **Industrial and Organizational Psychology.** USA: John Wiley and Sons, Inc.

## PSYCHOLOGY M.A (SEMESTER III) POSITIVE PSYCHOLOGY

## Paper XIX

Max. Marks: 100 Internal Assessment: 20

Examination: 80 Time: 3 hrs

**Note:** - A) Nine questions would be set in all.

- B) Question No 1 based on the entire syllabus, would be compulsory. It would contain eight short answer questions of two marks each.
- C) There would be two questions (16 Marks each) from each of the four units.
- D) Candidates would be required to attempt five questions (one compulsory and selecting one from each unit).

#### UNIT -I

Positive Psychology: Emergence, Subject matter and Future.

Virtue and Strengths of Character: Developing a Classification of Human Virtues and Measuring Strengths of Character.

#### UNIT -II

Positive Emotions and Well- Being: The Broaden and Build theory of Positive Emotions; Happiness – meaning; Theories: Need/ Goal satisfaction, Process/ Activity, Genetic/ Personality Disposition; Money, Happiness and Culture.

Flow, Savoring and Spirituality: Fostering Flow and its Benefits; Preconditions of Savoring; The True benefits of Spirituality.

#### **UNIT-III**

Positive Cognitive States and Processes: Hope and Optimism- Snyder's Theory of Hope; Learned Optimism.

Wisdom and Courage: Theories of Wisdom: Implicit and Explicit; Implicit theories of Courage.

#### **UNIT-IV**

Pro-Social Behaviour: Altruism; Gratitude and Forgiveness- Definition, cultivation and social implications.

Resilience: Developmental and Clinical perspectives, Sources; Successful Aging.

- American Psychologist, Jan 2000, Vol.55 No. (1).
- Carr, A. (2004) . Positive Psychology. New York: Bruner- Routledge.
- Crothers, M.K.,& Baumgardner, S. R. (2009). **Positive Psychology.** New Delhi: Pearson Education.
- Kumar, S., & Yadav, S.B. (2011). **Positive Psychology.** New Delhi: Global Vision Publication House.
- Snyder, C.R., & Lapez, S.J. (2007). **Positive Psychology.** New Delhi: Sage.
- Yadava, A., & Sharma, N.R.(2006). **Positive Health Psychology**. New Delhi : Global Vision Publication House .

#### PAPER XX

## PSYCHOLOGY M.A (SEMESTER III ) PERSONALITY

Max. Marks: 100 Internal Assessment: 20

Examination: 80 Time: 3 hrs

**Note:** - A) Nine questions would be set in all.

- B) Question No 1 based on the entire syllabus, would be compulsory. It would contain eight short answer questions of two marks each.
- C) There would be two questions (16 Marks each) from each of the four units.
- D) Candidates would be required to attempt five questions (one compulsory and selecting one from each unit).

#### Unit-I

## Personality

Nature, History and Assessment; Biology of Personality.

Personality Research Methods

Experimental, Correlational and Case study.

#### **Unit-II**

Theories of personality (Neo-Psychoanalytic Approach)

Horney's Neurotic Anxiety Theory.

Erikson's Psycho-social theory of Development.

Theories of Personality (Dispositional Approach)

Eysenck's Biological Trait Theory.

The Big five- Contemporary Trait Theory.

#### **Unit-III**

Theories of Personality (Humanistic Approach)

Roger's Person Centered Theory.

Theories of Personality (Existential Approach)

Rollo May

Viktor Frankl

## **Unit-IV**

Theories of Personality (Social-Learning Approach)

Bandura's Social Learning Theory.

Rotter's Cognitive-social learning Theory.

Theories of Personality (Cognitive Approach)

Kelly's Personal Construct Theory.

Mischel's Cognitive-Affective Theory.

- Burger, J. M. (2004). **Personality** (6th Ed.). USA: Thomson Wadsworth.
- Carver, C. S., & Scheier M.F. (1996). **Perspectives on Personality.** Boston : Allyn and Bacon.
- Elllis, A., Abrams, M., & Abrams, L.D. (2009). **Personality Theories Critical Perspective.** New Delhi: Sage Pub. Co.
- Engler, B. (2003). Personality Theories (6th Ed.). New York: Haughton Mifflin Company.
- Frager, R., & Fadiman, J. (1998). **Personality and Personal Growth** (4th Ed.). New York: Longman (Chapters -15, 16 & 17 only).
- Friedman, H.S., & Schustack, W. (2003). **Personality : Clasical Theories and Modern Research** (2<sup>nd</sup> Ed.). New Delhi : Pearson Education.
- Hall, C. S., Lindzey, G., & Campbell. (1998). **Theories of Personality**. New York: John Wiley and Sons.
- Misra, G., & Mohanty, A.K. (2002). **Personality on Indigenous Psychology.** New Delhi: Concept Publishing Company.
- Rckman, R.M. (2000). Theories of Personality. (7th Ed.). USA: Thomson Wadsworth.

## **PSYCHOLOGY MA (SEMESTER III)**

PAPER XXI PRACTICUM Max Marks: 100 Time: 4Hrs

#### Note:-

The candidates have to conduct and report atleast four practicals from each of the chosen options opted by the candidate. The students will conduct two practicals during the examination.

# **Psychological Testing**

- 1. WAIS-R
- 2. DAT
- 3. Rorschach Inkblot / Holzman/ TAT
- 4. Jab satisfaction/ Occupational Stress/ Job Involvement Scale
- 5. Achievement Motivation Scale
- 6. Test for Special Population
- 7. Neo FFI Scale
- 8. Wisconsin Card Sorting Test (WCST) / CNS Vital Signs

# Foundation of Clinical Psychology

- 1. WAIS/WISC
- 2. WMS/ PGI Memory Scale
- 3. MMPI/JMPI
- 4. Rorschach/ SIS
- 5. Indian Adaptation of Vineland Social Maturity Scale
- 6. Case Study

# **Guidance and Counselling- Basic Processes**

- 1. Guidance Need Inventory
- 2. DAT
- 3. Vocational Interest Inventory
- 4. Achievement Motivation Scale
- 5. Healthy Life Style
- 6. Life Stressors & Social Resource Inventory
- 7. School Environment Scale

### **Social Psychology**

- 1. Social Facilitation
- 2. Self Perception
- 3. Psychological Well-being
- 4. Measurement of Attitudes
- 5. Aggression Scale
- 6. Social Conformity

## Neuropsychology

- 1. Colour Stroop
- 2. PGI Battery of Brain Dysfunction
- 3. AIIMS Neuropsychological Test Battery
- 4. Bender Visual Motor Gestalt Test
- 5. Decision and Motor Time- Jensen's apparatus
- 6. Wisconsin Card Sorting Test

## **Foundations of Health Psychology**

- 1. BMI
- 2. SES and Health.
- 3. Study of Happiness.
- 4. Study of Flow.
- 5. Study of Hope.
- 6. Study of Optimism.
- 7. Case History of Patient (Chronic Disease)
- 8. Life Styles and Health.
- 9. Health Examination (GHQ -60/ GHQ-12)

## **Child Psychology**

- 1. Children Personality Questionnaire
- 2. Self Concept
- 3. Coloured Progressive Matrices
- 4. General Anxiety Scale for Children
- 5. Sociometry in School
- 6. Emotional Intelligence

## **Industrial and Organizational Psychology**

- 1. Job Satisfaction Scale
- 2. Job Involvement Scale
- 3. Motivation Scale
- 4. Coping with Stress
- 5. Leadership Style Scale
- 6. Sociometry
- 7. Effect of noise/illumination

## **Positive Psychology**

- 1. Assessment of Hope/ Optimism
- 2. Assessment of Gratitude
- 3. Assessment of Happiness
- 4. Assessment of Resilience
- 5. Measurement of Human Strengths
- 6. Assessment of Spirituality

## **Personality**

- 1. 16 PF
- 2. EPQ-R/EPI
- 3. NEO PI-R
- 4. Type A/B Behaviour Pattern
- 5. TAT
- 6. State Trait Anxiety
- 7. Values in Action

## Paper XXII

# PSYCHOLOGY M.A (SEMESTER IV) PSYCHOMETRICS

Max. Marks: 100

**Internal Assessment: 20** 

**Examination: 80** 

Time: 3 hrs

**Note:** - A) Nine questions would be set in all.

- B) Question No 1 based on the entire syllabus, would be compulsory. It would contain eight short answer questions of two marks each.
- C) There would be two questions (16 Marks each) from each of the four units.
- D) Candidates would be required to attempt five questions (one compulsory and selecting one from each unit).

#### UNIT -I

Psychological measurement: Meaning; Theories; Levels and problems in measurement.

Psychological scaling: Methods and applications; Paired comparison; Rank order; Equal appearing intervals.

#### UNIT -II

Test Construction and Standardization: Planning; Item composition; Quantitative and qualitative item analysis; Developing norms and cut scores.

#### **UNIT-III**

Reliability: Meaning; Types; Methods of estimate and factors affecting.

Validity: Meaning; Types; Procedures and factors affecting.

#### UNIT -IV

Factor Analysis: Assumptions; Methods; Rotation of factors; Interpretation and major pitfalls. Discriminant Analysis: Purpose; Concept; Simple and Multiple Linear Discriminant Functions; Evaluation of Discriminant Analysis.

- Chadha, N.K. (2009). **Applied Psychometry**. New Delhi: Sage publication.
- Guilford, J.P. (1984). **Psychometric Methods.** (2<sup>nd</sup> Ed.), New York: Mc Graw Hill . Heloday, R.D. (2012). **Basics of Research in Behavioural Sciences**. Wardha: Psycho scan.
- Husain, A. (2012). **Psychological Testing**. Delhi: Pearsons.
- Miller, L.A., McIntire, S.A., & Lovler, R.L. (2011). **Foundations of Psychological testing**. London: Sage Publications, Inc.
- Nunnalley, J.C., & Bernstein, I.H. (2010). **Psychometric Theory**. New Delhi: Tata Mc Graw Hill.
- Raykov, T., & Marcoulides, G.A. (2011). **Introduction to Psychometric Theory**. New York: Taylor & Trancies Group.
- Singh,A.K.(2006). **Tests, Measururements and Research Methods in Behavioural Sciences** (5<sup>th</sup> Ed. ) Patna: Bharti Bhawan.

#### **PAPER-XXIII**

## PSYCHOLOGY M.A (SEMESTER IV) CLINICAL INTERVENTION

Max.Marks: 100

Internal Assessment.: 20 Examination: 80

Time: 3 hrs.

**Note:-**A) Nine questions would be set in all.

- B) Question No. I based on the entire syllabus, would be compulsory. It would contain eight short answer questions of two marks each.
- C) There would be two questions (16 marks each) from each of the four units.
- D) Candidate would be required to attempt five questions (one compulsory and selecting one from each unit.)

#### **UNIT-I**

**Intervention Goals and Process** 

Intervention – Nature and Goals, Approaches.

The Helping Process – Clinical Psychologist Counsellor as a person and professional; Skills of a therapist – Listening, Leading, Confronting.

#### **UNIT-II**

Issues faced by Therapists and Clinical Intervention

Issues faced by therapists, Learning our limits; Transference and Counter transference; Establishing realistic goals.

Intervention – Group therapy, Family therapy, Creative art therapies.

#### **UNIT-III**

Intervention - Psychodrama, Yoga and Meditation, Placebo effect.

Biofeed back, Assertion training, Self Instructional training.

#### **UNIT-IV**

Skill Training programmes

For anger control; Persons suffering from psychological problems; Mentally retarded.

Life skill training programs

Designing and Evaluation.

#### **References:**

Baruth, L.G., & Huber, C.H. (1985). Counseling and Psychotherapy: Theoretical Analysis and Skill Applications. London: Merrill, A Bell and Howell.

Hecker, J.E., & Thorpe, G.L. (2005). **Introduction to Clinical Psychology: Science, Practice and Ethics.** New Delhi: Pearson.

Korchin, S.J. (1976). Modern Clinical Psychology: Principles of Intervention in the Clinic and Community, New York: Harper.

L' Abate, L., & Milan, M.A. (1985). **Handbook of Social Skills Training and Research.** New York: John Wiley & Sons.

Nietzel, M.T., Bernstein, D.A., & Milich, R. (1994). **Introduction to clinical psychology** (4<sup>th</sup> Ed.). New Jersey: Prentice Hall.

Spiegler, M.D., & Guevermont, D.C. (1998). **Contemporary behaviour therapy** (3<sup>rd</sup> Ed.). New York: Brooks/Cole.

Trull, T.J., & Phares, E.J. (2001). **Clinical Psychology: Concepts Methods and Profession** (6<sup>th</sup> Ed.).Belmont: Wadsworth.

# PSYCHOLOGY M.A (SEMESTER IV) Paper XXIV GUIDANCE AND COUNSELLING- SKILLS AND STRATEGIES.

Max. Marks: 100

**Internal Assessment: 20** 

Examination: 80 Time: 3 hrs

**Note:** - A) Nine questions would be set in all.

- B) Question No 1 based on the entire syllabus, would be compulsory. It would contain eight short answer questions of two marks each.
- C) There would be two questions (16 Marks each) from each of the four units.
- D) Candidates would be required to attempt five questions (one compulsory and selecting one from each unit).

#### Unit I

#### Introduction

Meaning and Importance of Skills and Strategies; Guidance Resources and Methods: Organising Guidance programme; Individual and Group Guidance.

#### Guidance and Counselling process

Initiation and rapport establishment, establishing structure and creating a therapeutic environment, empathy, respect and genuineness.

#### **Unit II**

## **Appraisal Procedures**

Psychological Tests: Intelligence, Personality, Aptitude and Interest .

Non- test Appraisal procedures: Rating scales, Interviews, Self report inventories.

## **Unit III**

#### Attending behaviour

Micro and Macro Skills of Counsellor: Observation, Non Verbal behaviours, Listening, Silence.

Strategies of counselling: Developing a pragmatic position.

#### Affectively oriented strategies

Existential approach, Client Centered approach, Gestalt approach.

#### **Unit IV**

#### Behaviour oriented strategies

Behaviour modification: Assumptions, Methods: Increasing / Decreasing behaviour through reinforcement, Extinction, Shaping and Systematic desensitisation

# Cognitively oriented strategies

Rational Emotive therapy by Ellis, Beck's Models, Meichenbaum's Self-instructional training.

- Allen, E., Ivey, M.B., & Ivey, L.D. (1998). Counselling and Psychotherapy. N.J.: Prentice Hall.
- Baruth L.G., & Hubar C.H. (1998). Counselling and Psychotherapy: Theoretical Analysis and Skills Applications. Toronto: Merrill.
- Bernand, H., & Fullmer, D.W., (1977). **Principles of Guidance.** New York: Harper & Row.
- Bhatnagar, A., & Gupta, N. (1999). **Guidance & Counselling: A Practical Approach.** (Vol.I & II). New Delhi: Vikas Publishing House.
- Gibson, R.L., & Mitchell, M.H. (2006). Introduction to Guidance. New York: Macmillan.
- Gupta, S.K. (1985). Guidance and Counselling. Delhi : Mittal.
- Kochhar, S.K. (1984). Educational and Vocational guidance in secondary schools. New Delhi: Sterling.
- Nelson Jones, R. (2003). **Practical Counselling & Helping Skills.** London: Sage.
- Pietrofesa, J., Hoffman, A., Splet, H.H., & Pinto, D.V. (1978). Counselling: Theory, Research & Practice. Chicago: Rand Mc Nally.
- Pietrofesa, J., Bernstein, B., Minor, J. A., & Stanford, S. (1980). **Guidance: An Introduction.** Chicago: Rand Mc Nally.
- Rao, S.N.(1997). **Counselling and Guidance**. New Delhi : Tata McGraw Hill.

# Paper XXV

## PSYCHOLOGY M.A (SEMESTER IV) APPLIED SOCIAL PSYCHOLOGY

Max. Marks: 100 Internal Assessment: 20 Examination: 80

Time: 3 hrs

**Note:** - A) Nine questions would be set in all

- B) Question No 1 based on the entire syllabus, would be compulsory. It would contain eight short answer questions of two marks each.
- C) There would be two questions (16 Marks each) from each of the four units.
- D) Candidates would be required to attempt five questions (one compulsory and selecting one from each unit.)

#### Unit I

## Introduction to Applied Social Psychology

Definition, Relationship with basic social psychology; Features of applied social psychology.

Research Methods in Applied Social Psychology

Methods of data collection: Self- Report methods, Observation, Experimental Method, Correlational Studies, Qualitative Research.

#### **Unit II**

Applying Social Psychology to Health

Dealing with Health- Related Information, Increasing Healthy Behaviours; Social Psychological Factors surrounding illness, Stress and Illness.

Applying Social Psychology to the Environment

Environmental Influences on Well –being and Behaviour; Barriers to solving environmental problems; Using social Psychology to save the environment.

#### **Unit III**

Applying Social Psychology to Work

Work- related attitudes; Job interviews: Impression Management revisited; Conflict in work settings.

Applying Social Psychology to the Legal System

Media and Perceptions about crime, Accuracy of eyewitness testimony; Affect on verdicts of: Attorneys, Judges, Defendants Characteristics.

#### **Unit IV**

Applying Social Psychology to the Classroom

Cognitive Errors and Students- Teacher Relations; Self- Perceptions and their academic consequences.

Applying Social Psychology to Positive Well-Being

Introduction to Positive Social Psychology; Optimism : Psychology of Optimism, Benefits, Positive Coaching exercises.

- Baron, R.A., Byrne, D., & Johnson, B.T. (1998). Exploring Social Psychology. Boston: Allyn & Bacon.
- Baumeister, R.F., & Bushman, B.J. (2011). **Social Psychology and Human Nature**. US: Wadsworth.
- Schneider, F.W., Gruman, J.A., & Coutts, L.M. (2012). **Applied Social Psychology: Understanding and Addressing Social and Practical Problems.** Los Angeles: Sage.
- Soroka, M.P., & Bryjak, G.J. (1995). **Social Problems: a World at Risk**. Boston: Allyn & Bacon.
- Steg, L., Buunk, A.P., & Rothengatter, T. (2008). **Applied Social Psychology**: **Understanding and Managing Social Problems.** Cambridge: University Press.

#### PAPER XXVI

# PSYCHOLOGY M.A (SEMSTER IV ) MANAGEMENT OF HEALTH AND ILLNESS

Max. Marks: 100

**Internal Assessment: 20** 

Examination: 80 Time: 3 hrs

**Note:** - A) Nine questions would be set in all.

- B) Question No 1 based on the entire syllabus, would be compulsory. It would contain eight short answer questions of two marks each.
- C) There would be two questions (16 Marks each) from each of the four units.
- D) Candidates would be required to attempt five questions (one compulsory and selecting one from each unit).

#### Unit-I

#### **Health Promotion**

Health Behaviours, Barriers to Effective Health promotion; Factors influencing the Promotion of Health Behaviours.

## Changing Health Behaviours

Role of Behavioral Factors in Disease and Disorder; Cognitive behavioural Approaches to Health Behaviour Change; Stages of Health Behaviour Change.

#### **Unit-II**

#### Pain and its management

Nature and Significance of Pain: Biological and Psycho social aspects of Pain; Theories of Pain; Assessment of Pain; Managing and controlling pain.

## Biofeedback and Relaxation Training

Biofeedback: Clinical Applications, Procedures, Treatment and Effectiveness; Relaxation training: Progressive muscle relaxation, Meditation and Yoga.

#### **Unit-III**

## Management of Chronic and Terminal Illness

Coping with Chronic Illness, Co-Management of Chronic Illness, Psychological Interventions and Chronic Illness.

CHD: Modification of CHD Risk-Related Behavior, Management of Heart Disease; pBehavioural interventions in Diabetes; Cancer: Psychological treatment and coping with cancer.

#### Unit-IV

Psychological Issues in Advancing and Terminal Illness

Psychological Issues in Advancing Illness, Psychological and Social Issues Related to Dying, Stages in Adjustment to Dying (Kübler-Ross's Five-Stage Theory)

## Psychological Management of the Terminally Ill

Medical Staff and the Terminally Ill Patient, Alternatives to Hospital Care for the Terminally Ill (Hospice Care and Home Care), Problems of Survivors

- Feist, J., & Brannon, L. (2000). **Health Psychology : Introduction to Behaviour and Health**. USA Wadsworth.
- Kaplan, R.M., Sallis, Jr. J.F., and Patterson , T.L. (1993). **Health and Human Behaviour**. New York : Mc Graw Hill.
- Sarafino, E.P. (2002). **Health Psychology: Biopsychosocial Interactions.** USA: John Wiley.
- Snyder J.J. (1989). **Health Psychology and Behavioural Medicine.** New Jersey: Prentice Hall.
- Taylor, S.E. (1995). Health Psychology. New Delhi: Mc Graw Hill.

## Paper XXVII

# PSYCHOLOGY M.A (SEMESTER IV) DEVELOPMENTAL PSYCHOPATHOLOGY

Max. Marks: 100

**Internal Assessment: 20** 

Examination: 80 Time: 3 hrs

**Note:** - A) Nine questions would be set in all

- B) Question No 1 based on the entire syllabus, would be compulsory. It would contain eight short answer questions of two marks each.
- C) There would be two questions (16 Marks each) from each of the four units.
- D) Candidates would be required to attempt five questions (one compulsory and selecting one from each unit.)

#### Unit I

#### Introduction

Definition of Impairment, Disability, Handicap & Developmental Psychopathology; Specific models of developmental psychopathology- The Medical, Behavioural, Psychodynamic and Cognitive.

Components of Assessment of Psychopathology

Clinical Methods and Behavioural Assessment.

#### **Unit II**

## Sensory disabilities

Hearing Loss- Nature, Causes, Effects and Intervention.

Visual Impairment- Meaning, Causes, Effects and intervention.

## Physical disabilities

Types, Effects and Intervention.

#### **Unit III**

## Mental Retardation

Nature, Causes, Developmental course and outcome, Prevention and Management.

## Learning disabilities

Reading, Writing and Arithmetic disorders.

#### **Unit IV**

## Internalizing Developmental Disorders

Anxiety disorders- Separation Anxiety Disorder, GAD, Phobia- Specific & Social, OCD (Obsessive Compulsive disorder)

# Externalizing Developmental Disorders

Attention deficit- Hyperactivity disorder, Conduct disorders.

- Hunt, N., & Marshall, K. (2002). **Exceptional children and youth: An Introduction to Special Education**. New York: Houghton Mifflin Co.
- Kirk, S.A., Gallagher, J.J., & Anastasiow, N.J. (2004). Educating Exceptional children. New York: Houghton Mifflin Co.
- Knopf, I.J. (1984). Childhood Psychopathology: A Developmental Approach. New Jersey: Prentice Hill.
- Mash, E.J., & Wolfe, D.A. (1999). Abnormal Child Psychology. New York: Brooks/ Cole.
- Mash, E.J., & Wolfe, D.A. (2002). Abnormal Child Psychology. UK: Wadsworth.
- Wenar, C. (1994). **Developmental Psychopathology: From infancy through adolescence.** New York: Mc Graw-Hill.

# Paper XXVIII

## PSYCHOLOGY M.A (SEMESTER IV) HUMAN RESOURCE DEVELOPMENT

Max. Marks: 100

**Internal Assessment: 20** 

Examination: 80 Time: 3 hrs

**Note:** - A) Nine questions would be set in all

- B) Question No 1 based on the entire syllabus, would be compulsory. It would contain eight short answer questions of two marks each.
- C) There would be two questions (16 Marks each) from each of the four units.
- D) Candidates would be required to attempt five questions (one compulsory and selecting one from each unit.)

#### Unit I

#### Introduction

Human Resource Development (HRD), Difference between HRD and HRM; HRD: A conceptual analysis: HRD Structure, HRD culture and climate.

## Development of HRD System

Process, system, HRD Planning; Role of a HRD Professional: Role and role analysis.

#### Unit II

## Understanding of Employee Behaviour

Employee behaviour at work place; Internal & External determinants

## Learning & HRD

Difference between Education, Training & Learning; Basic Adult Learning Principles, Design Consideration.

#### **Unit III**

### Performance management system

Nature, Performance Appraisal: methods; MBO, Rating, 360<sup>0</sup>, Feedback, Narrative; Effective Performance Evaluation: Performance Review, Feedback and Counselling.

#### Training & Development

Role of Training, Methods & Importance of Succession Planning; Innovations in Training; GRID, SSL Technology, Modular Programming, Action Learning.

#### **Unit IV**

#### Organizational Development

Process & Quality of Work life; Organizational Effectiveness: Integrated approach; Organizational Culture: Nature, Functions.

#### HR and its Recent Trends

Emerging Challenges, Myths & Realities; HRM in India, MR audit.

- Balakrishan, L., & Srividhya, S. (2011). **Human Resource Development.** Mumbai: Himalaya Publishing House.
- Deb, T. (2011). **Human Resource Development: Theory and Practice**. New Delhi: Anne Books.
- Famulso, J. J. (1987). Handbook of Human Resource Management. Singapore: Oxford and IBM.
- Krishna Devi, R. (2008). **Human Resource Development: a Researcher's Perspective.** New Delhi: Excel Books.
- Mohanty K., & Routray, P. (2009). **Human Resource Development: Organizational Effectiveness.** New Delhi: Excel Books.
- Pareek, U., & Sisodia, V. (1999). **HRD in the New Millennium**. New Delhi: Tata Mc Graw Hill.

## Paper XXIX

## PSYCHOLOGY M.A (SEMESTER IV) CONSUMER PSYCHOLOGY

Max. Marks: 100

**Internal Assessment: 20** 

Examination: 80 Time: 3 hrs

**Note:** - A) Nine questions would be set in all.

- B) Question No 1 based on the entire syllabus, would be compulsory. It would contain eight short answer questions of two marks each.
- C) There would be two questions (16 Marks each) from each of the four units.
- D) Candidates would be required to attempt five questions (one compulsory and selecting one from each unit).

#### Unit I

#### Introduction

Consumer Behaviour: Nature, Scope, Consumers & Customers, Application of Consumer Behaviour.

## **Consumer Research Process**

Objecties; Design: Qualitative (Focus group, Depth Interview and Projective Techniques) and Quantitative Approach.

#### Unit II.

## Factors Influencing Consumer's Approach

Consumer Motivation; Motives and their types; Motive Arousal, Motive Structuring.

# Consumer personality

Personality theories: Psychoanalytic, Social and factor; Psychographics and Self Concept and Consumer Behaviour.

#### Unit III.

## **Consumer Learning**

Nature and Types of Learned Behaviour; Cognitive Interpretations, Behaviour Modification, Stimulus Generalization.

### Consumer Attitudes

Characteristics, Sources of Attitude Development, Theories and Models: Congruity, Balance, Cognitive Dissonance Theories and Multiattribute models; Changing attitudes: Strategies.

## **Unit IV**

## Consumer decision process

Models, Factors and Organizational Buying Decisions, Marketing Communication: Process, Barriers, Types, Source and Strategies.

#### Consumerism

Roots of Consumerism, Consumer Choice, Consumer Privacy; Social and Ethical Issues.

- Batra, S., & Kazmi, S.H. (2004). Consumer Behaviour: Text and Cases. New Delhi: Excel Books.
- Gordan F., & Ronald, G. (1997). **Consumer Psychology for Marketing.** London: International Thomson Business Press.
- Loudon, L.D., & Bitta A.J. (1999). Consumer Behaviour. New Delhi: Tata Mc Graw Hill.
- Schiffman, G., & Lazar, K.L. (2004). Consumer Behaviour. New Delhi: Prentice Hall of India.

## **PSYCHOLOGY MA (SEMESTER IV)**

PAPER XXX PRACTICUM Max Marks: 100 Time: 4Hrs

#### Note:-

The Candidates have to conduct and report atleast four practicals from each of the chosen options opted by the candidate. The students will conduct two practicals during the examination.

## **Psychometrics**

- 1. Test construction- Generating Items.
- 2. Item Analysis- Item Difficulty/ Item Discrimination
- 3. Reliability of a Test
- 4. Validity of a Test
- 5. Development of Norms
- 6. Test Translation/ Adaptation

#### **Clinical Intervention**

- 1. Self disclosure
- 2. Relaxation/ Assertive Training
- 3. Biofeedback
- 4. Attributional Style
- 5. Test of placebo Effect
- 6. SIS/ Identification of Rational/ Irrational Beliefs

## Guidance and Counselling - Skills and Strategies

- 1. Intelligence Test
- 2. Personality Test
- 3. Any Gestalt Technique
- 4. Systematic Desensitisation
- 5. Shaping
- 6. Cognitive Restructuring

## **Applied Social Psychology**

- 1. Coping Styles
- 2. Observation (Naturalistic Vs Controlled in the form of field notes)
- 3. Occupational Stress
- 4. Burnice Life Stressors and Social Resources
- 5. Subjective Well-being
- 6. Optimism- Pessimism

## **Management of Health and Illness**

- 1. Assessment of Pain
- 2. Case History: Assessment of Health Compromising Behaviour & it's Reduction
- 3. Assessment of Health Enhancing Behaviour (Exercise) & Health
- 4. Epidemiological Survey of Chronic Disease in a Specific Sample.
- 5. Biofeedback/ Relaxation Technique (Pre-Post Effect on Health Measure)
- 6. Life Style/ Health Habits.

# **Developmental Psychopathology**

- 1. General Anxiety Scale for Children/ Academic Anxiety
- 2. WPPSI
- 3. Family Pathology Scale
- 4. Children Personality Questionnaire
- 5. Children Perception of Parenting/ Family Relationship Inventory
- 6. Impulsiveness/ Aggression Scale
- 7. Security/Insecurity Scale

# **Human Resource Development**

- 1. Performance Appraisal.
- 2. Attitude towards Work and Life.
- 3. Organizational Climate.
- 4. Job Involvement
- 5. Stress at Work
- 6. Psychological Climate
- 7. Organizational Effectiveness.

## **Consumer Psychology**

- 1. Interview Schedule
- 2. Self Concept
- 3. Assessment of Personality
- 4. Attitude Measurement
- 5. Motivation Scale
- 6. Assessment of Needs
- 7. Cognitive/ Learning Styles
- 8. Persuasion/ Attitude Change