

AH4PPHC551

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St Aloysius (Deemed to be University)

Mangaluru

Semester II – P.G. Examination – M. Sc. Corporate Psychology

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MANGALORE-575 003

April-2025

CORPORATE CULTURE AND DIVERSITY

Time: 2 ½ hrs.

Max Marks: 60

I. Answer any **FIVE** of the following.

(5×2=10)

1. Give the meaning of the term Ethical behavior.
2. Explain the negotiation style of Norway.
3. What is meant by leadership?
4. What is training of expatriates?
5. Who is a global leader?
6. What is meant by first impression?
7. State the meaning of the word 'Repatriates'.

II. Answer any **FOUR** of the following.

(4×5=20)

8. What are the problems with strong cultures?
9. Briefly explain the negotiation process in intercultural communication.
10. Explain the strategies for merging organizational culture.
11. Briefly explain the principles of negotiation.
12. What are the key features of women as international leaders? Briefly explain
13. Explain the benefits of strong corporate culture.

III. Answer any **THREE** of the following.

(3×10=30)

14. Cultural Change Over Time – Explain.
15. What is meant by communication? Explain the communication process in detail.
16. Evaluate the ethical issues and roots of unethical behaviour.
17. Explain the challenges in motivating a multinational team.
18. What are the factors influencing foreign assignments? Explain.

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April - 2025

LEARNING AND DEVELOPMENT

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Time: 2 ½ Hours

Max. Marks: 60

I. Answer any FIVE of the following.

(5x2=10)

1. What is meant by Training and Development?
2. Explain the concept of Management Development Programs.
3. Define Training outcomes.
4. Describe the term outsourcing.
5. What is the relationship between training and business strategy?
6. Discuss the concept of learning organization.
7. What is a lesson plan?

II. Answer any FOUR of the following.

(4x5=20)

8. Enumerate the objectives of training.
9. Review the process of training need assessment for an organization.
10. Explain the problems involved in training evaluation.
11. Identify the training needs in different business strategies.
12. Enlist the functions of training department.
13. Mention the emerging issues in training and development for India.

III. Answer any THREE of the following

(3x10=30)

14. Discuss in detail the different methods of training in organizations.
15. Explain the training design process with an example.
16. Describe any four models of training program evaluation
17. Elucidate the various approaches for Management Development programs.
18. Analyse the models of organizing the training department.

AH4PPSC571

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Semester II – P.G. Examination – M.Sc. Corporate Psychology

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April - 2025

Consumer Psychology

Time: 2 ½ hrs.

Max Marks: 60

I. Answer any **FIVE** of the following.

(5×2=10)

1. What are the tools used to gather data in consumer research?
2. Define consumer behaviour.
3. What is the fundamental concept of learning model of consumer modelling?
4. What are educational tactics according to Webster and Wind model?
5. What is contrast effect?
6. How does frequency of stimuli affect consumer perception?
7. What are the broad types of situations influencing consumer behaviour?

II. Answer any **FOUR** of the following.

(4×5=20)

8. Describe the need for studying consumer behaviour.
9. Discuss the structure of personality as proposed by Freud.
10. How does one differentiate between sensation, perception and attention?
11. Discuss the research approaches to uncovering consumer problems.
12. Explain the situational characteristics affecting perceptions of benefits and costs of information search.
13. Describe the steps involved in creating market segments.

III. Answer any **THREE** of the following.

(3×10=30)

14. Organizational buying behavior is a complex process rather than a single act, involving many persons, multiple goals, and potentially conflicting decision criteria. Describe this proposition using Webster and Wind model.
15. Elaborate on the stages of perceptual process using examples.
16. Examine the roles of reference groups and opinion leaders in consumption process with examples.
17. Discuss the psychological and sociological determinants of diverse consumer
18. Using examples, describe the sociological model of consumer behaviour.

AH4PPSC572

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Mangaluru

Semester II – P.G. Examination – M.Sc Corporate Psychology
April -2025

MANAGERIAL ECONOMICS

Time: 2 ½ hrs.

Max Marks: 60

I. Answer any **FIVE** of the following.

(5×2=10)

1. What is Managerial Economics?
2. What is Margin of Safety?
3. What is oligopoly?
4. What is disposable income?
5. What is cross elasticity of demand?
6. Distinguish between incremental cost and marginal cost.
7. What is a market period?

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II. Answer any **FOUR** of the following.

(4×5=20)

8. What do you mean by diseconomies of scale? Explain.
9. Write a note on consumer surplus.
10. "Managerial Economics is Economics applied in decision making". Explain.
11. Briefly explain the types of costs.
12. What is monopolistic competition? Explain its feature
13. Explain the circular flow of money in the economy.

III. Answer any **THREE** of the following.

(3×10=30)

14. What price elasticity of demand? Explain its various types giving suitable examples.
15. Explain the law of diminishing marginal utility.
16. Explain the Law of Returns to scale.
17. Explain the cost-output relationship in the long run.
18. Explain the price-output determination under perfect competition.
