M.B.A DEGREE EXAMINATIONS: NOV/DEC 2010

Fourth Semester

MASTER OF BUSINESS ADMINISTRATION

MBA553: Psychology

Time: Three Hours   **Maximum Marks: 100**

Answer all the Questions:-

PART A (1 x 20 = 20 Marks)

1. Case Study

a) Do you ever compliment other people, tell them you like them, or comment favorably on something they have done? If so, how did they respond? Describe what you believe is going on in this kind of interaction. Consider the opposite situation, in which you have criticized another person, indicated dislike, or given a negative evaluation. What happens in this kind of interaction?   (10)

b) On the evening news, you learn about a devastating earthquake in southern California that has destroyed a great many homes, leaving a large number of people without shelter or food. The announcer gives a telephone number and an address for those who want to contribute money or food. Also, volunteers are needed to help with the cleanup. Do you ignore this message, or do you decide to contribute money, food, or your time? What factors with respect to the disaster itself, where it occurred and your experiences with such a situation might?   (10)

PART B (10 x 2 = 20 Marks)

2. Is social Psychology Scientific in nature?

3. What do you mean by deception?

4. Define Schemas?

5. What is perseverance effect?

6. Briefly explain Ultimate Attribution error?

7. Differentiate between Prejudice and discrimination?

8. Why Proximity matters?

9. Define Self Growth?

10. What is meant by social influence?

11. What is ingratiation?

PART C (4 x 15 = 60 Marks)

12. a) How does social Psychology help in understanding the causes of social behavior and though?

(OR)

   b) Explain the role of research in social Psychology.

13. a) Explain the co variation model developed by Keller?

(OR)

   b) (i) What are the potential sources of errors in social coginition?   (7)

   (ii) Explain the various self presentation strategies?   (8)

14. a) Briefly highlight on prejudice based on gender?

(OR)

   b) Enumerate the cognitive sources of Prejudice.

15. a) Explain in detail on 'Need to Affiliate'?

(OR)

   b) Write short notes on (i) Self Monitoring   (8)

   (ii) Self Esteem   (7)

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