

Sl. No. : 60000401

PHPG

Register  
Number

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2012  
PSYCHOLOGY  
(PG Standard)

Time Allowed : 3 Hours ]

[ Maximum Marks : 300

Read the following instructions carefully before you begin to answer the questions.

IMPORTANT INSTRUCTIONS

1. This Booklet has a cover (this page) which should not be opened till the invigilator gives signal to open it at the commencement of the examination. As soon as the signal is received you should tear the right side of the booklet cover carefully to open the booklet. Then proceed to answer the questions.
2. This Question Booklet contains **200** questions.
3. Answer **all** questions.
4. **All** questions carry equal marks.
5. You must write your Register Number in the space provided on the top right side of this page. Do not write anything else on the Question Booklet.
6. An Answer Sheet will be supplied to you separately by the Invigilator to mark the answers. You must write your Name, Register No., Question Booklet Sl. No. and other particulars with Blue or Black ink Ball point pen on side 2 of the Answer Sheet provided, failing which your Answer Sheet will not be evaluated.
7. You will also encode your Register Number, Subject Code, Question Booklet Sl. No. etc. with Blue or Black ink Ball point pen in the space provided on the side 2 of the Answer Sheet. If you do not encode properly or fail to encode the above information, your Answer Sheet will not be evaluated.
8. Each question comprises *four* responses (A), (B), (C) and (D). You are to select **ONLY ONE** correct response and mark in your Answer Sheet. In case, you feel that there are more than one correct response, mark the response which you consider the best. In any case, choose **ONLY ONE** response for each question. Your total marks will depend on the number of correct responses marked by you in the Answer Sheet.
9. In the Answer Sheet there are **four** brackets [A] [B] [C] and [D] against each question. To answer the questions you are to mark with Ball point pen **ONLY ONE** bracket of your choice for each question. Select one response for each question in the Question Booklet and mark in the Answer Sheet. If you mark more than one answer for one question, the answer will be treated as wrong *e.g.* If for any item, [B] is the correct answer, you have to mark as follows :  
[A] ■ [C] [D]
10. You should not remove or tear off any sheet from this Question Booklet. You are not allowed to take this Question Booklet and the Answer Sheet out of the Examination Hall during the examination. After the examination is concluded, you must hand over your Answer Sheet to the Invigilator. You are allowed to take the Question Booklet with you only after the Examination is over.
11. Failure to comply with any of the above instructions will render you liable to such action or penalty as the Commission may decide at their discretion.
12. Do not tick-mark or mark the answers in the Question booklet.
13. The last sheet of the Question Booklet can be used for Rough Work.



SEAL

1. Select the most unique answer.  
A persistent belief that is contrary to reality in the absence of other characteristics of schizophrenia is a major feature of
- (A) Schizo affective disorder                      (B) Schizophreniform disorder  
 (C) Delusional disorder                              (D) Schizotypal disorder
2. Consider the statements :
- Panic attacks may be unexpected without any warning.
  - Panic attacks may be situationally bound.
  - Panic attacks may be situationally predisposed.
  - Panic attacks may be representing the alarm response of real fear.
- Of the statements,
- (A) i alone is correct.                                      (B) i and ii are correct.  
 (C) i, ii and iii are correct.                               (D) All are correct.
3. Intelligence Quotient, as a ratio between MA & CA , was first used by
- (A) Binet    (B) Wechsler  
 (C) Simon    (D) Terman
4. **Assertion (A)**: Intermittent reinforcement of responses contributes to the production and maintenance of extremely stable behaviour.  
**Reason (R)** : Intermittent reinforcement tends to make a response more resistant to extinction.
- Select your answer according to the coding scheme given.
- (A) Both (A) and (R) are true, (R) is the correct explanation for (A).  
 (B) Both (A) and (R) are true, but (R) is not the correct explanation for (A).  
 (C) (A) is true, but (R) is false.  
 (D) (A) is false and (R) is true.
5. David Wechsler has devised tests of intelligence for
- (A) Adults and Primary school children  
 (B) Adults and Preschool children  
 (C) Adults and children  
 (D) Adults, children, Preschool and Primary school children
6. **Assertion (A)**: People with panic disorders have had one or more panic attacks and are very anxious and fearful about having future attacks.  
**Reason (R)** : Panic attacks always occur in the same situation, which may lead to extreme avoidance of triggering persons, places or events.
- Select your answer according to the coding scheme given below :
- (A) Both (A) and (R) are true, (R) is the correct explanation for (A).  
 (B) Both (A) and (R) are true, (R) is not the correct explanation for (A).  
 (C) (A) is true, (R) is false.  
 (D) (A) is false, (R) is true.

7. The Strong Interest Inventory Form T 317, consists of \_\_\_\_\_ parts.  
 (A) seven (B) six  
 (C) eight (D) five
8. Select the most appropriate answer.  
 Approach Behaviour is characteristic when the reinforcement is  
 (A) Positive (B) Negative  
 (C) Partial (D) Intermittent
9. **Assertion (A):** A need releases energy, increases tension, imparts value and creates force.  
**Reason (R) :** A need is a motivational concept and is equivalent to terms like wish, drive and urge.  
 Select your answer according to the coding scheme given below :  
 (A) Both (A) and (R) are true, (R) is the correct explanation for (A).  
 (B) Both (A) and (R) are true, but (R) is not the correct explanation for (A).  
 (C) (A) is true, but (R) is false.  
 (D) (A) is false and (R) is true.
10. In this method of personality assessment one is explicitly comparing each trait with other traits within the same individual.  
 (A) Observation (B) Interview  
 (C) Q-Sort (D) Rating scale
11. Select the most appropriate answer.  
 Introceptive avoidance is characteristic of  
 (A) Acrophobia (B) Acarophobia  
 (C) Agoraphobia (D) Antlophobia
12. If a test taker, at age 12, passed all the tasks associated with a 13 yr. old. Her IQ (ratio IQ) would be  
 (A) 98 (B) 100  
 (C) 108 (D) 118
13. Reinforcement should be immediate in  
 (A) the initial stage (B) the in-between stages  
 (C) the final stage (D) all stages
14. **Assertion (A):** Any behaviour although it may originally have derived from organic or segmental tensions may be capable of sustaining itself indefinitely in the absence of biological reinforcement.  
**Reason (R) :** Functional Autonomy regards adult motives as varied and as self sustaining contemporary systems growing out of antecedent systems, but functionally independent of them.  
 Select your answer according to the coding scheme given below :  
 (A) Both (A) and (R) are true, (R) is the correct explanation for (A).  
 (B) Both (A) and (R) are true, but (R) is not the correct explanation for (A).  
 (C) (A) is true, (R) is false.  
 (D) (A) is false, (R) is true.

15. In analysing responses to the Thematic Apperception test cards, the psychologist looks for  
 (A) Number of characters (B) Popular response  
 (C) Recurrent themes (D) Location
16. Kuder Preference Record, is a test of  
 (A) interest (B) aptitude  
 (C) intelligence (D) personality
17. The subjective anxiety scale is usually known as SUD which can be expanded as  
 (A) Subjective Unit of Disturbance (B) Subjective Unit of Distraction  
 (C) Subjective Unit of Distortion (D) Subjective Unit of Deviation
18. It is the assumption of one of the following – that alcoholism is related to self-destructive tendencies or to intense, inappropriate dependency, stemming from an early stage in life.  
 (A) Humanistic theory (B) Social learning theory  
 (C) Socio cultural theory  (D) Psycho analytic theory
19. Select the most appropriate answer.  
 The prominent symptom of \_\_\_\_\_ type of schizophrenia are delusions or auditory hallucinations without a marked display of disorganized speech, disorganized behaviour or inappropriate affect.  
 (A) Paranoid (B) Disorganized  
 (C) Catatonic (D) Residual
20. According to Cattell, traits that are numerous and can easily be seen by other people are called  
 (A) central traits (B) cardinal traits  
 (C) surface traits (D) source traits
21. Thematic Apperception Test is a widely used .  
 (A) Inventory (B) Questionnaire  
 (C) Rating scale  (D) Projective technique
22. Self-Directed Search (SDS) was formulated by  
 (A) Holland (B) Hollingworth  
 (C) Howling (D) Strong
23. In cue controlled variation, the cues presented are  
 (A) Negative  (B) Positive  
 (C) Neutral (D) Nil

24. The theory that views human beings as beset by two opposing drives, notably the urge to fuse or merge with another, countered by a contrary urge to remain individual and separate, is

- (A) Humanistic theory (B) Behaviouristic theory  
 (C) Psycho analytic theory (D) Gestalt theory

25. Consider the following statements.

**Assertion (A) :** Tardine Dyskinesia is an extrapyramidal symptom which involves involuntary movements of the tongue, face, mouth or jaw.

**Reason (R) :** Tardine Dyskinesia results from long term use of high doses of antipsychotic drugs.

Select your answer according to the coding scheme given below :

- (A) Both (A) and (R) true, (R) is the correct explanation for (A).  
(B) Both (A) and (R) are true, but (R) is not the explanation for (A).  
(C) (A) is true, (R) is false.  
(D) (A) is false, (R) is true.

26. **Assertion (A) :** Source traits promise to be the real structural influences underlying personality.

**Reason (R) :** Surface traits are produced by the interaction of source traits.

Select your response according to the coding scheme given :

- (A) Both (A) and (R) are true, (R) is the correct explanation for (A).  
 (B) Both (A) and (R) are true, but (R) is not the correct explanation for (A).  
(C) (A) is true, (R) is false.  
(D) (A) is false, (R) is true.

27. This intervention for organizational development is more task-directed than sensitivity training.

- (A) Intergroup development  (B) Process consultation  
(C) Survey feedback (D) Team building

28. The design, which is used only when randomization is not feasible and also which provides a less degree of control, is

- (A) Qualitative design  (B) Quasi-experimental design  
(C) Pre-experimental design (D) True experimental design

29. **Assertion (A) :** In confluence learning a behaviour or attitude simultaneously satisfies more than one goal.

**Reason (R) :** One attitude comes to be linked to several sentiments and one sentiment to several ergs.

Select your response according to the coding scheme given :

- (A) Both (A) and (R) are true, (R) is the correct explanation for (A).  
 (B) Both (A) and (R) are true, (R) is not the correct explanation for (A).  
(C) (A) is true, (R) is false.  
(D) (A) is false, (R) is true.

30. This category of scoring a subject's responses to Rorschach Test, refers to whether the response involves the entire inkblot or some part of it is
- (A) Content (B) Determinant  
(C) Frequency  (D) Location
31. Consider the statements :
- Negative events are more likely to produce stress than positive ones.
  - Uncontrollable or unpredictable events are more stressful than controllable or predictable ones.
  - Ambiguous events are perceived as more stressful than clear cut events.
  - Over loaded people are more stressed than are people with fewer tasks to perform.
- (A) i alone is correct. (B) i and ii are correct.  
(C) i, ii and iii are correct.  (D) All are correct.
32. Select the most appropriate answer.  
An unusual delusion in which the person believes someone they know has been replaced by a double, is termed
- (A) Cotards' syndrome  (B) Capgras syndrome  
(C) Anhedonia (D) Alogia
33. GATB is an abbreviation for the test of
- (A) personality (B) interests  
 (C) aptitudes (D) intelligence
34. Select the most appropriate answer.  
The first response that people typically make, to frustration is
- (A) Persistence (B) Increasing effort  
(C) Varying effort (D) Aggression
35. Talking directly about suicide and homicide with clients who are prone to it, increases the likelihood of
- (A) Suicide and homicide  
(B) Relating to the act  
 (C) Releasing tension and reducing their likelihood  
(D) Homicide thought
36. Autogenic relaxation technique was developed by
- (A) Will Schultz  (B) Johannes Schultz  
(C) William James (D) Sigmund Freud

37. Consider the following statements :
- Success experiences enhance self-efficacy if they are perceived as resulting from enhanced abilities.
  - The two components of self-efficacy are efficacy expectation and outcome expectation.
  - Vicarious experience can enhance self-efficacy like direct performance.
  - Self-efficacy is an omnibus motive.

Of the statements

- (A) i alone is correct.  (B)  i and ii are correct.  
 (C) i, ii and iii are correct.  (D) All are correct.

38. According to Holland's personality-job fit theory, job satisfaction results when the agreement between an employee's personality and occupation is

- (A) Low  (B) Moderate   
 (C) High  (D) None of the above

39. Select the most appropriate answer.

In a skewed distribution, the scores have

- (A) two high points instead of one   
 (B) fall on one side of the distribution  
 (C) are evenly distributed around the mean   
 (D) fall on both sides of the mean

40. Consider the following statements.

**Assertion (A):** Adults with Schizophrenia face great obstacles to maintaining gainful employment.

**Reason (R) :** For Schizophrenics social skills deficits make reliable job performance and adequate employee relationships a struggle.

Select your answer according to the coding scheme given below :

- (A) Both (A) and (R) are true, (R) is the correct explanation for (A).  
 (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A).  
 (C) (A) is true, but (R) is false.  
 (D) (A) is false and (R) is true.

41. \_\_\_\_\_ means abstracting a general rule from a few instances and applying it too broadly.

- (A) Arbitrary inference  (B) Personalization   
 (C) Magnification  (D) Overgeneralization

42. Select the one that is not a symptom of burn out :

- (A) Pessimism  (B) Dissatisfaction   
 (C) Optimism  (D) Desire to quit

43. The counselor observes the client's physical appearance behaviour, mood, speech pattern, attention span and any outward signs of distress during

- (A) the assessment process  (B) counselling process  
 (C) therapeutic process  (D) follow-up process

44. External and internal environmental condition during relaxation should be  
 (A) dynamic  (B) conducive  
 (C) rhythmic (D) intandom
45. A neutral third party who facilitates a negotiated solution by using reasoning, persuasion and suggestions for alternatives is called a  
 (A) Arbitrator (B) Conciliator  
 (C) Consultant  (D) Mediator
46. **Assertion (A):** Fixations and regressions are responsible for the unevenness in personality development.  
**Reason (R) :** The path of regression is usually determined by the earlier fixations of the person.  
 Select your response according to the coding scheme given below :  
 (A) Both (A) and (R) are true, (R) is the correct explanation for (A).  
 (B) Both (A) and (R) are true, (R) is not the correct explanation for (A).  
 (C) (A) is true, (R) is false.  
 (D) (A) is false, (R) is true.
47. Deep muscle relaxation training is also called  
 (A) progressive relaxation training (B) regressive relaxation training  
 (C) repressive relaxation training (D) depressive relaxation training
48. One of the following is not a problem solving technique :  
 (A) Self monitoring (B) Self regulation  
 (C) Obsessive thinking (D) Rehearsal
49. The term \_\_\_\_\_ is frequently used to describe a spouse, parent, child, or friend who encourages the substance abuses in subtle ways.  
 (A) co dependent  (B) enabler  
 (C) supporter (D) none of the above
50. **Assertion (A):** Gender differences exist in the responses to daily hassles experienced by older adults.  
**Reason (R) :** Responses to daily hassles are greatest during the college years.  
 (A) Both (A) and (R) are true, (R) is the correct explanation for (A).  
 (B) Both (A) and (R) are true, (R) is not the correct explanation for (A).  
 (C) (A) is true, (R) is false.  
 (D) (A) is false, (R) is true.
51. Crisis intervention is the "immediate help that a person in crisis needs to re-establish equilibrium", was stated by  
 (A) James and Gilliland (B) Galea  
 (C) Aguilera (D) Silver



52. (i) Rejection regions are determined with reference to alpha level.  
(ii) Confidence limits are also known as judiciary limits.  
(iii) Indices referring to populations are called parameters.  
(iv) Measures representing samples are called statistics.  
(A) (i) alone is correct. (B) (i) and (ii) are correct.  
(C) (i), (ii) and (iii) are correct. (D) All are correct.
53. In this conflict-handling intention, the parties to a conflict each desire to satisfy fully the concerns of all parties.  
(A) Competing (B) Compromising  
(C) Collaborating (D) Accommodating
54. Consider the statements :  
i. Anxiety is a state of tension.  
ii. The function of anxiety is to warn the person of impeaching, danger.  
iii. Anxiety is a drive like hunger or sex.  
iv. Anxiety arises from internal tissue conditions.  
Of the statements,  
(A) i alone is correct. (B) i and ii are correct.  
(C) i, ii and iii are correct. (D) All are correct.
55. In which stage of the General Adaptation syndrome, the person may actually start to feel better ?  
(A) Alarm (B) Resistance  
(C) Exhaustion (D) Termination
56. Consider the following statements.  
**Assertion (A):** People with dependent personality disorder have a pervasive need to be taken care of.  
**Reason (R) :** Early loss of caretaker due to death, rejection or neglect leads to fear of abandonment.  
Select your answer according to the coding scheme given below :  
(A) Both (A) and (R) are true, (R) is the correct explanation of (A).  
(B) Both (A) and (R) are true, but (R) is not the correct explanation of (A).  
(C) (A) is true, but (R) is false.  
(D) (A) is false and (R) is true.
57. When an individual has two equally attractive goals to achieve it is called  
(A) Approach – Avoidance conflict. (B) Avoidance – Avoidance conflict.  
(C) Approach – Approach conflict. (D) Unconscious conflict.
58. When clients magnify or exaggerate the badness of the event, they're  
(A) awfulizing (B) showing low frustration tolerance  
(C) finding emotional solutions (D) generalizing

59. Optimism has been associated with all of the following except  
 (A) taking care of one's health  
 (B) increased rate of learned helplessness  
 (C) lower rates of depression  
 (D) healthy immune systems
60. Which one of the following is not characteristic of the hardy personality ?  
 (A) Commitment  
 (B) Callousness  
 (C) Control  
 (D) Challenge
61. These methods of assessing personality explore the private/inner personality of an individual.  
 (A) Personality inventories  
 (B) Projective tests  
 (C) Rating scales  
 (D) Structured interviews
62. **Assertion (A):** The term sampling error refers to the discrepancy between the statistics and the parameter.  
**Reason (R) :** Degrees of freedom refers to the values that are free to vary in a distribution.  
 (A) Both (A) and (R) are true, (R) is the correct explanation of (A).  
 (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A).  
 (C) (A) is true, but (R) is false.  
 (D) (A) is false and (R) is true.
63. **Assertion (A):** Performance accomplishments provide the most effective method to induce mastery.  
**Reason (R) :** Performance accomplishments are based on actual mastery experiences.  
 Select your response according to the coding scheme given below :  
 (A) Both (A) and (R) are true, (R) is the correct explanation for (A).  
 (B) Both (A) and (R) are true, but (R) is not the correct explanation for (A).  
 (C) (A) is true, but (R) is false.  
 (D) (A) is false, (R) is true.
64. Select the one that is correctly matched.  
 (A) Product – Courtesy  
 (B) Services – Installation  
 (C) Warranty – Communication  
 (D) Channel – Atmosphere
65. Consider the following statements :  
**Assertion (A):** The success rate of treatment is low in paranoid personality disorder.  
**Reason (R) :** People with paranoid personality disorder are difficult to treat because of mistrust and suspicion.  
 Select your answer according to the coding scheme given below :  
 (A) Both (A) and (R) are true, (R) is the correct explanation of (A).  
 (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A).  
 (C) (A) is true, but (R) is false.  
 (D) (A) is false, (R) is true.

66. The level at which the products primary characteristics operate is termed  
 (A) Conformance  (B) Performance Quality   
 (C) Style  (D) Responsiveness
67. In the process of performance evaluation, evaluators can unconsciously allow the assessment of one characteristic to unduly influence the assessment of other characteristics. This is called  
 (A) Similarity error  (B) Halo error   
 (C) Positive leniency  (D) Negative leniency
68. Select the one that is incorrectly matched.  
 (A) Volume industry – Few potential competitive advantages which are small.  
 (B) Stalelated industry – Profitability is unrelated to company market share.  
 (C) Fragmented industry – Opportunity for competitive advantage is small.  
 (D) Specialized industry – Differentiation opportunities are many.
69. When the decision rests on the basis of more than two samples, but is certain and decided in advance, the sampling is known as  
 (A) Cluster sampling  (B) Sequential sampling   
 (C) Stratified sampling  (D) Multiple sampling
70. **Assertion (A):** A factorial correlated group design has the ability to isolate and measure variances and to test interactions.  
**Reason (R) :** A factorial correlated group design has the ability to relate and measure covariance and to test interactions.  
 (A) Both (A) and (R) are true, (R) is the correct explanation of (A).  
 (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A).  
 (C) (A) is true, but (R) is false.  
 (D) (A) is false and (R) is true.
71. This test measures Type A Personality.  
 (A) Eysenck Personality Inventory  (B) Jenkins Activity Survey   
 (C) Myers-Briggs Type Indicator  (D) Personality Factor Questionnaire
72. **Assertion (A):** The standard error of the mean has a smaller value than the SD of individual score.  
**Reason (R) :** The value of slope can be positive only.  
 (A) Both (A) and (R) are true, (R) is the correct explanation of (A).  
 (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A).  
 (C) (A) is true, but (R) is false.  
 (D) (A) is false and (R) is true.

73. Consider the statements.  
 Beek's cognitive triad refers to  
 (i) a view of the self as a failure.  
 (ii) a view of the world, as thwarting/hostile.  
 (iii) view of the future as hopeless.  
 (iv) the positive self-concept of the individual.

Of the above statements

- (A) (i) alone is correct. (B) (i) & (ii) are correct.  
 (C) (i), (ii) and (iii) are correct. (D) All are correct.

74. **Assertion (A):** A variable ratio schedule is at the heart of all gambling systems and devices.

**Reason (R) :** Intermittent reinforcement tends to make a response more resistant to extinction.

Select your response according to the coding scheme given below :

- (A) Both (A) and (R) are true, (R) is the correct explanation for (A).  
 (B) Both (A) and (R) are true, (R) is not the correct explanation for (A).  
 (C) (A) is true, but (R) is false.  
 (D) (A) is false, (R) is true.

75. Select the most appropriate answer :

Covert modelling is a technique that is not used in

- (A) reducing fears (B) dealing with anxiety  
 (C) assertiveness training  (D) reducing depression

76. Match List – I correctly with List – II and select your answer using the codes given below :

**List – I**

- a. Antisocial Personality disorder  
 b. Narcissistic Personality disorder  
 c. Borderline Personality disorder  
 d. Avoidant Personality disorder

**List – II**

1. Low self esteem  
 2. Lack mood stability  
 3. Thinking high of themselves  
 4. Failure to comply with social norms

**Codes :**

- |   |   |   |   |   |
|---|---|---|---|---|
|   | a | b | c | d |
| (A)                                     | 2 | 1 | 4 | 3 |
| (B)                                     | 1 | 2 | 3 | 4 |
| <input checked="" type="checkbox"/> (C) | 4 | 3 | 2 | 1 |
| (D)                                     | 3 | 4 | 1 | 2 |

77. Consider the statements.

- I. In integrated marketing all the Company's departments work together to serve the customers' interests.  
 II. In integrated marketing all the functions must be coordinated from the customers' point of view.  
 III. To foster team work the company carries out internal as well as external marketing.  
 IV. Internal marketing must precede external marketing.

Of the statements

- (A) I alone is correct. (B) I and II are correct.  
 (C) I, II and III are correct.  (D) All are correct.

78. In evaluating performance of an employee, it is advisable to use ratings from  
 (A) Manager (B) Peers  
 (C) Subordinates  (D) Multiple sources
79. When the institutional setting becomes a therapeutic community it is known as  
 (A) Reality therapy  (B) Milieu treatment  
 (C) Cognitive treatment (D) Family counselling
80. Sampling frame under multistage sampling is developed in  
 (A) Holistic units  (B) Partial units  
 (C) Complex units (D) Incomplete units
81. The following type of error occurs when a true Null Hypothesis is rejected.  
 (A) Type - I  (B) Type - II  
 (C) Sampling Error (D) Standard Error
82. Minnesota Multiphasic Inventory was first published in  
 (A) 1940  (B) 1943  
 (C) 1946 (D) 1949
83. Choose the appropriate answer.  
 The research in consumer behaviour that describes and offers explanation for its causes is called  
 (A) Experimental research (B) Exploratory research  
 (C) Empirical research  (D) Conclusive research
84. The book titled 'Guide to Rational Living' was written by  
 (A) Skinner (B) Watson  
 (C) Ellis (D) Rogers
85. The characteristic feature of schizoid personality is  
 (A) Detachment from social relationships and limited range of emotions.  
 (B) Sensitivity to praise or criticism.  
 (C) Taking pleasure in many activities.  
 (D) Considering themselves to be participants in the world around them.
86. Sequence the following :  
 Conditional positive regard, emotional distress, incongruence, Psychopathology.  
 Select your response according to the coding scheme given below :  
 (A) Psychopathology, emotional distress, incongruence, conditional positive regard.  
 (B) Conditional positive regard, incongruence, emotional distress, psychopathology.  
 (C) Conditional positive regard, emotional distress, psychopathology.  
 (D) Incongruence, psychopathology, emotional distress, conditional positive regard.

87. The type of validity that is employed in the selection of items in educational achievement tests is  
 (A) Content validity (B) Face validity  
 (C) Criterion validity (D) Factorial validity
88. Team members' knowledge and beliefs about how the work gets done by the team is referred to as  
 (A) Mental models (B) Team efficacy  
 (C) Reflexivity (D) Work design
89. The law that states that if on an average the sample chosen is a random one, the sample will have the same composition and characteristics of the universe is called as  
 (A) Law of Statistical Regularity (B) Law of Psychological Regularity  
 (C) Law of Sociological Regularity (D) Law of Mathematical Regularity
90. Select the most appropriate answer.  
 Identify the response which is not a service differentiator :  
 (A) Customer training (B) Installation  
 (C) Repairability (D) Customer Consulting
91. Choose the most appropriate answer.  
 Statistical test of a directional hypotheses is  
 (A) Alternative hypothesis (B) Null hypothesis  
 (C) One tailed hypothesis test (D) Two tailed hypothesis test
92. Consider the statements and select your response from the options given.  
**Assertion (A):** Positioning is the act of designing the company's offering and image to occupy a distinctive place in the target markets mind.  
**Reason (R) :** The end result of positioning is the successful creation of a market-focused value proposition.  
 (A) Both (A) and (R) are true, (R) is the correct explanation for (A).  
 (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A).  
 (C) (A) is true, (R) is false.  
 (D) (A) is false, (R) is true.
93. Match the following :
- |                |                            |
|----------------|----------------------------|
| a. RET         | 1. CBM                     |
| b. Beck        | 2. RET                     |
| c. Ellis       | 3. ABC                     |
| d. Meichenbaum | 4. Cognitive restructuring |
- Codes :**
- |   |   |   |   |   |
|---|---|---|---|---|
| <input checked="" type="checkbox"/> (A) | 3 | 4 | 2 | 1 |
| (B)                                     | 4 | 3 | 2 | 1 |
| (C)                                     | 3 | 4 | 1 | 2 |
| (D)                                     | 1 | 2 | 4 | 3 |

94. Consider the statements.

- (i) A product's quality image is affected by packaging.
- (ii) A product's quality image is affected by distribution.
- (iii) A product's quality image is affected by promotion.
- (iv) A product's quality image is not affected by manufacturers' reputation.

Of the statements,

- (A) (i) alone is correct.
- (B) (i) and (ii) are correct.
- (C) (i), (ii) and (iii) are correct.
- (D) All are correct.

95. The number of personality traits measured by the Personality Factor Questionnaire designed by Raymond Cattell are

- (A) Twelve
- (B) Sixteen
- (C) Twenty
- (D) Twenty four

96. If a score has a large component of ability and a small component of error, its reliability is

- (A) low
- (B) medium
- (C) high
- (D) very high

97. These training methods have a poor reputation but they are effective.

- (A) Case analyses
- (B) Classroom lectures
- (C) Group projects
- (D) Role-plays

98. The other name for probability sampling is

- (A) Quota sampling
- (B) Judgement sampling
- (C) Cluster sampling
- (D) Chance sampling

99. Choose the appropriate answer :

A person with intentional or unintentional word or action influences the purchase decision, and the use of the product or service is termed as

- (A) Initiator
- (B) Influencer
- (C) Salesperson
- (D) Marketer

100. Consider the statements :

An individual can be screened for presence of mental illness using

- (i) General Health Questionnaire
- (ii) Symptom Checklist – GOR
- (iii) Beck's Depression Inventory
- (iv) Galton's Test of Imagery

Of the statements,

- (A) (i) alone is correct.
- (B) (i) and (ii) are correct.
- (C) (i), (ii) and (iii) are correct.
- (D) All are correct.

101. Treating drug abuse essentially involves the use of a wide variety of social sanctions and increased privileges to
- (A) break the habit
  - (B) reinforce appropriate behaviour
  - (C) reduce the frequency
  - (D) overcome boredom and emotional distress
102. When a client is asserting he will
- (A) Look away into the distance.
  - (B) Stand away from the person addressed.
  - (C) Speak in a low volume.
  - (D) Match the occasion with proper pitch, volume and tone.
103. Consider the statements.
- I. Hypotheses should be amenable to testing within a reasonable time frame.
  - II. It is not necessary that a hypotheses should be amenable to testing within a reasonable time frame.
- (A) I is correct, II is incorrect.
  - (B) I is incorrect, II is correct.
  - (C) I and II are correct.
  - (D) I and II are incorrect.
104. Which psychologists design and evaluate tests of mental abilities, personality etc. are designed and evaluated by
- (A) Psychometric Psychologists
  - (B) Experimental Psychologists
  - (C) Organizational Psychologists
  - (D) Educational Psychologists
105. Assertion (A): Relationship between 2 variables might exist in a sample even though it does not exist in a population.
- Reason (R) :  $\sigma^2$  represent the population of variability that is shared by the 2 variables.
- (A) Both (A) and (R) are true, (R) is the correct explanation of (A).
  - (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A).
  - (C) (A) is true, (R) is false.
  - (D) (A) is false and (R) is true.
106. Select the response which is a positioning error.
- (A) Over positioning
  - (B) Competitor positioning
  - (C) Attribute positioning
  - (D) Benefit positioning
107. Intensive analysis of a single person is known as \_\_\_\_.
- (A) Case Study
  - (B) Self-Report measure
  - (C) Cumulative Records
  - (D) Direct Analysis
108. This training includes job rotation, apprenticeships and formal mentoring programs.
- (A) On-the-job training
  - (B) Off-the job training
  - (C) Ethics training
  - (D) Cultural training





117. Sequencing :

When an elementary school teacher finds two students fighting she must

- (i) Give a loud verbal command 'stop'.
- (ii) Ask other students to return to their work.
- (iii) Talk with the fighters about the inappropriateness of fighting.
- (iv) Allow the fighters a period to calm down and get their views on what started the fight.

Identify the correct order in which the four steps must be carried out.

- (A) (i), (ii), (iii) and then (iv)
- (B) (i), (ii), (iv) and then (iii)
- (C) (i), (iii), (iv) and (ii)
- (D) (ii), (i), (iv) and (iii)

118. The method of collecting information about outstanding examples of success or failure of the subordinates in meeting the job requirements is called

- (A) Performance Ranking
- (B) Critical Incidents
- (C) Performance Report
- (D) Confidential Report

119. Match the following :

**List - I**

- a. Hyperactivity
- b. Calm self talk
- c. Uncontrollable crying
- d. Behavioural deficit

**List - II**

- 1. Lack of concentration
- 2. Behaviour anomaly
- 3. Behavioural assert
- 4. Behavioural excess

Codes :

- |   | a | b | c | d |
|---|---|---|---|---|
| (A)                                     | 3 | 4 | 1 | 2 |
| <input checked="" type="checkbox"/> (B) | 4 | 3 | 2 | 1 |
| (C)                                     | 1 | 2 | 4 | 3 |
| (D)                                     | 1 | 4 | 3 | 2 |

120. Select the most appropriate answer.

Team efficacy can be increased by

- (A) helping team to achieve small successes.
- (B) creating virtual teams.
- (C) social loafing
- (D) creating task conflicts

121. These personality tests provide unambiguous test stimulus and specific alternative responses

- (A) unstructured tests
- (B) structured tests
- (C) projective tests
- (D) sentence completion tests

122. The consistency or dependability of behavioural data resulting from experimental research is known as \_\_\_\_\_.

- (A) validity
- (B) reliability
- (C) norms
- (D) standardisation

123. Select the one that is not a very effective selection device.
- (A) Intelligence test (B) Work sample test  
(C) Structured interview (D)  Unstructured interview
124. When a group of employees from the same department meet for a few hours each week to discuss ways of improving quality, efficiency and the environment, it is called
- (A) Self-managed work teams (B) Cross-functional teams  
(C)  Problem-solving teams (D) Potential teams
125. Select the most appropriate answer.  
The method of OD intervention which seeks to identify the unique qualities and special strengths of an organization is \_\_\_\_\_.
- (A) Intergroup development (B) Process consultation  
(C)  Appreciative inquiry (D) Process Reengineering
126. Success of any program of counselling for delinquents should target initially on
- (A) behaviour (B)  maintaining attention  
(C) follow-up (D) strategy
127. Consider the statements and select your response according to the coding scheme given below :
- Assertion (A):** Team building uses high interaction group activities to increase trust and openness among team members.
- Reason (R) :** The objective of team building is to improve coordinative efforts of members to increase teams' performance.
- (A)  (A) is true, (R) is true. (R) is the correct explanation for (A)  
(B) (A) and (R) are true. (R) is not the correct explanation for (A).  
(C) (A) is true, (R) is false.  
(D) (A) is false, (R) is true.
128. Biofeedback that measures muscle contraction is known as \_\_\_\_\_.
- (A) Thermal biofeedback (B)  Electromyographic biofeedback  
(C) Contractual feedback (D) Convulsive biofeedback
129. Consider the statements.  
The Minnesota Multiphasic Personality Inventory is designed to
- (i) Aid in the diagnosis of major psychiatric disorders.  
(ii) Be used with individuals 14 years of age or older than that  
(iii) diagnose mental retardation  
(iv) diagnose attention-deficit hyperactivity disorder
- Of the statements
- (A) (i) alone is correct. (B)  (i) and (ii) are correct.  
(C) (i), (ii) and (iii) are correct. (D) All are correct.

130. Which one of the following experimenters studied the expectancy bias ?

- (A) Lion Festinger  
(B) Skinner  
(C) Cattell  
(D) Robert Rosenthal

131. Select the most appropriate answer.

The tool used for assessing attitudes held by organizational members, identifying discrepancies and solving them is called

- (A) Process Consultation  
(B) Survey Feedback  
(C) Sensitivity Training  
(D) Organizational Development Intervention

132. Consider the statements and select your response according to the coding scheme given below :

**Assertion (A):** Individuals are perceived as being responsible conscientious and caring. They should be treated with dignity and respect.

**Reason (R) :** The Organizational Development Paradigm values human and organizational growth, collaborative and participative processes.

**Codes :**

- (A) (A) is true, (R) is true. (R) is the correct explanation for (A)  
(B) (A) is true, (R) is true, but (R) is not the correct explanation for (A).  
(C) (A) is true, (R) is false.  
(D) (A) is false, (R) is true.

133. Consider the statements.

- (i) Item difficulty index is used for identifying items that should be altered or discarded.  
(ii) Item difficulty for a single test item is the proportion of examinees who get the item correct.  
(iii) Item difficulty index is very important for personality tests.  
(iv) Item difficulty is always expected to range between 0.6 and 0.9 for intelligence tests.

Of the statements,

- (A) (i) alone is correct.  
(B) (i) and (ii) are correct.  
(C) (i), (ii) and (iii) are correct.  
(D) All are correct.

134. According to Sigmund Freud's approach to counselling, the super ego

- (A) is non-existent.  
(B) operates on moral rational element.  
(C) is a non-rational element.  
(D) controls the id and ego always.

135. Choose the most appropriate answer.

When a teacher tries to get what he/she wants through making students feel guilty or sorry for them, the communication style that is used is

- (A) Aggressive  
(B) Assertive  
(C) Passive  
(D) Manipulative

136. Select the technique of personality assessment that is subject to many sources of error and bias.
- (A) Interview (B) Inventories  
 (C) Questionnaires (D) Rating scales
137. These tests are valid predictors for many skilled, semi-skilled and unskilled jobs in industrial organizations.
- (A) Integrity tests  (B) Intelligence tests  
 (C) Interest inventories (D) Personality tests
138. Choose the appropriate answer.  
 General Adaptation Syndrome was developed by
- (A) Scott (B) Solvay  
 (C) Selye (D) Stephen
139. Select the most appropriate answer.  
 Socratic dialogue is
- (A) Therapeutic relationship (B) Problem clarification  
 (C) Series of question (D) Transference
140. Select the most appropriate answer.  
 The appropriate method of reliability for items with a four point response scale is
- (A) Kuder-Richardson formula – 20  (B) Coefficient Alpha  
 (C) Spearman – Brown formula (D) Test-retest reliability
141. Select the most appropriate answer.  
 Culture Fair Intelligence test is a measure of
- (A) Fluid Intelligence (B) Performance Ability  
 (C) Crystallized Intelligence (D) Verbal Classification
142. A state of mind and body that includes three factors : Commitment, Control and Challenge is known as \_\_\_\_\_.
- (A) Internality (B) Externality  
 (C) Personality  (D) Hardiness
143. Select the most appropriate answer.  
 Clarity in communication is essential to teach effectively. It involves
- (A) speaking rapidly to the class  
 (B) speaking in simple and general terms  
 (C) emphasizing key words, rephrasing and monitoring student comprehension  
 (D) using vocabulary at a level higher than that of the student
144. The use of the term “regress” towards the mean dates back to
- (A) Karl Pearson  (B) Francis Galton  
 (C) Spearman (D) Fisher. A

145. Select the most appropriate answer.

In factor analysis, when the factors are at right angles to one another, it implies that the factors are

- (A) Positively correlated                      (B) Correlated among themselves  
 (C) Uncorrelated                                      (D) Negatively correlated

146. Choose the most appropriate answer.

In ego threatening situations, individuals with high trait anxiety manifest

- (A) Greater changes in anxiety state than do individuals with low trait anxiety.  
(B) Changes in trait anxiety and not state anxiety.  
(C) No change in both state and trait anxiety.  
(D) Show greater elevations in both state and trait anxiety than do individuals with low trait anxiety.

147. When a frustrated person, externalizes he is being

- (A) extrapunitive                                      (B) intro-punitive  
(C) impunitive    (D) masochistic

148. Desirable behaviour increases and undesirable behaviour decreases in

- (A) Cognitive restructuring                       (B) Behaviour modification  
(C) Cognitive dissonance                      (D) Transcendental meditation

149. The rating scale which combines major elements from the critical incident and graphic rating scale approaches is called

- (A) Individual ranking                              (B) Group order ranking  
(C) Forced comparisons                       (D) Behaviourally anchored rating

150. Active Listening is also called \_\_\_\_\_

- (A) Alert Listening                                      (B) Communicative Stance  
 (C) Reflective Listening                              (D) Reflective Stance

151. Consider the statements.

A teacher can foster a positive relationship with students by

- (i) creating enjoyable activities for the first several days of school.  
(ii) developing good communication skills.  
(iii) using the student's name in class.  
(iv) allowing students to take breaks from activities as often as they want.

Of the statements,

- (A) (i) alone is correct.                              (B) (i) and (iii) are correct.  
 (C) (i), (ii), (iii) are correct.                      (D) All are correct.

152. Select the item that is different from the other three, which belong to a particular class.

- (A) Variance    (B) Percentile rank  
(C) Percentile score                                      (D) T score

153. Choose the most appropriate answer.

The Positive Affectivity and Negative Affectivity Schedule (PANAS) was developed by

- (A) Watson, Clark and Tellegen      (B) Carsen, Lucas and Diener  
(C) Diener and Emmons      (D) Bradburn

154. The inner drive in each individual toward the fullest development of his/her potential is known as \_\_\_\_\_.

- (A) Self-motivation       (B) Self-Actualization  
(C) Self-Improvement      (D) Self-Realization

155. Consider the statements.

In launching a new product, marketing management can set a high or a low level for

- i. Price      ii. Promotion  
iii. Distribution      iv. Product quality

Of the statements,

- (A) i alone is correct.      (B) i and ii are correct.  
(C) i, ii and iii are correct.       (D) All are correct.

156. Behaviour modification technique aims at changing

- (A) Temperament      (B) Personality Trait  
(C) Emotional Intelligence       (D) Undesirable Behaviour

157. Consider the statements and select your response according to the coding scheme given below :

**Assertion (A) :** In the introduction stage, profits are negative or low because of low sales and heavy promotion and distribution expenses.

**Reason (R) :** Much money is needed to attract distributors.

**Codes :**

- (A) Both (A) and (R) are true, (R) is the correct explanation for (A).  
 (B) Both (A) and (R) are true, but (R) is not the correct explanation for (A).  
(C) (A) is true, (R) is false.  
(D) (A) is false, (R) is true.

158. Stress decreases the effectiveness of the immunological system by decreasing the number of \_\_\_\_\_.

- (A) I – lymphocytes      (B) X - lymphocytes  
(C) P – lymphocytes       (D) T - lymphocytes

159. Consider the statements.

Students in authoritarian classrooms are

- (i) Passive learners      (ii) Express anxiety about social comparison  
(iii) have low self-control      (iv) are self reliant

Of the statements,

- (A) (i) alone is correct.       (B) (i) and (ii) are correct.  
(C) (i), (ii) and (iii) are correct.      (D) All are correct.

160. Assertion (A): A relationship between 2 variables might exist in a sample, even though it does not exist in the population.

Reason (R) : When  $P \neq 0$ , the sampling distribution of the correlation co-efficient is skewed.

- (A) Both (A) and (R) are true, (R) is the correct explanation of (A).  
 (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A).  
(C) (A) is true, but (R) is false.  
(D) (A) is false and (R) is true.

161. Choose the most appropriate answer.

The item – "How frequently have you felt joy, pleasure or excitement in the past week, month or year?" assesses

- (A) Purpose in life  
(B) Personal growth  
(C) Social integration  
 (D) Happiness

162. The founder of the school of functionalism was the American philosopher \_\_\_\_\_

- (A) Max Wertheimer  
(B) Washburn. M.  
(C) William James  
 (D) John Dewey

163. Planning how a sample size should be selected is called

- (A) Sample design  
(B) Research design  
(C) Experimental design  
(D) Quasi-Experimental design

164. Consider the statements :

- i. Sales decline because of technological advances.  
ii. Sales decline due to a shift in consumer tastes.  
iii. Increased domestic competition contributes to a decline in sales.  
iv. Increased foreign competition does not affect sales.

Of the statements,

- (A) i alone is correct.  
 (B) i, ii and iii are correct.  
(C) i and ii are correct.  
(D) All are correct.

165. Select the most appropriate answer.

The hypothesis for a one-tailed test is written in the

- (A) Directional form  
(B) Non-directional form  
(C) Positive direction  
(D) Alternate form

166. Consider the following statements :

- (i) The exact shape of a 't' distribution changes with degrees of freedom.  
(ii) As degrees of freedom gets very large, the 't' distribution gets closer in shape to a normal 'z' distribution.  
(iii) The normal 'z' distribution has more of a central peak.  
(iv) The 't' distribution tends to be flatter and more spread out.

Of the statements,

- (A) (i) alone is correct.  
 (B) (i) and (ii) are correct.  
(C) (i), (ii) and (iii) are correct.  
(D) All are correct.



167. In 1892, who founded the American Psychological Association ?

- (A) G. Stanley Hall                      (B) Carl Rogers  
(C) Hermann Ebkinghaus                (D) Skinner. W.B.

168. Consider the statements :

Individuals scoring high on subjective well-being

- (i) perceive life as positive.  
(ii) express confidence in their abilities and skills.  
(iii) expect a positive future  
(iv) are self absorbed in their problems.

Of the statements,

- (A) (i) alone is correct.                      (B) (i) and (ii) are correct.  
 (C) (i), (ii) and (iii) are correct.        (D) All are correct.

169. The rank order test is used when data are in the following scale of measurement :

- (A) nominal scale                              (B) interval scale  
 (C) ordinal scale                                (D) continuous scale

170. Select the most appropriate answer.

According to Jacob Kounin, effective teachers

- (A) terminate an activity, start another and then return to the first.  
(B) spend a lot of time and attention away from an ongoing activity to correct inappropriate behaviour.  
 (C) maintain the flow of classroom activity, do not switch between activities frequently and use less time for discipline issues.  
(D) give extremely challenging tasks to students to start with.

171. Progressive relaxation is also referred to as

- (A) Neuro muscular relaxation              (B) Autogenic relaxation  
(C) Desensitization                            (D) Deep relaxation

172. The type of research that is designed to find solutions to specific personal or social problems is

- (A) pure research                                (B) lab experiments  
(C) clinical research                               (D) applied research

173. Consider the statements.

- i. Face validity is not really a form of validity.  
ii. A test has face validity if it looks valid to test users, examiners and the examinees.  
iii. Face validity is a technical form of validity in the same category as content, criterion related or construct validity.  
iv. Face validity is related to predictive validity.

Of the statements,

- (A) i alone is correct.                               (B) i and ii are correct.  
(C) i, ii and iii are correct.                      (D) All are correct.

174. Consider the statements.

Children with punitive teachers tend to

- (i) be preoccupied with aggression.
- (ii) be inclined to misbehave.
- (iii) associate anxiety with learning situations.
- (iv) have faith and trust in the rightness of what the teacher tells them.

Of the statements,

- (A) (i) and (ii) are correct.
- (B) (ii) and (iv) are correct.
- (C) (i), (ii) and (iii) are correct.
- (D) All are correct.

175. "Assertiveness is standing up for personal rights, while respecting the rights of others" according to

- (A) Mann
- (B) Allport
- (C) Quinn
- (D) Rathus

176. Mechanical and graphical organization of the data is referred to as

- (A) Analysis
- (B) Diagnosis
- (C) Synthesis
- (D) Evaluation

177. The body's stress reaction that includes an increase in heart rate, respiration, blood pressure and serum cholesterol is known as \_\_\_\_\_.

- (A) Stress Reaction
- (B) Cannon's cycle
- (C) Fight or Flight response
- (D) Physiological Stress Adaptation

178. Consider the statements.

Subjective well being is experienced when there is

- (i) life satisfaction
- (ii) presence of positive affect
- (iii) relative absence of negative affect
- (iv) acute stress

Of the statements,

- (A) (i) alone is correct.
- (B) (i) and (ii) are correct.
- (C) (i), (ii) and (iii) are correct.
- (D) All are correct.

179. The two major types of non-parametric tests are

- (A) t-test and ANOVA
- (B) Regression and correlation
- (C) Rank test and sign test
- (D) z-test and SE

180. Consider the statements.

**Assertion (A):** Ex post facto research lacks power to randomize.

**Reason (R) :** Ex post facto research runs risk of improper interpretations.

Select your answer according to the coding scheme given below :

(A) Both (A) and (R) are true, (R) is the correct explanation of (A).

(B) Both (A) and (R) are true, but (R) is not the correct explanation of (A).

(C) (A) is true, (R) is false.

(D) (A) is false, (R) is true.

181. **Assertion (A):** The independent groups 't' test requires that 'n' equals  $n \geq 2$ .

**Reason (R) :** If we assume that null hypothesis is true in a non-directional test, the  $Mean_1$  and  $Mean_2$  will be equal to  $= M_1 - M_2 = 0$

(A) (A) and (R) are true. (R) is the correct explanation for (A)

(B) Both (A) and (R) are true. But (R) is not the correct explanation for (A).

(C) (A) is true, but (R) is false.

(D) (A) is false and (R) is true.

182. Select the most appropriate answer.

The method of equal-appearing intervals was constructed by

(A) Thurstone

(B) Guttman

(C) Likert

(D) Ghisalli

183. **Assertion (A):** The Oedipus complex consists of a sexual cathexis for the parent of the opposite sex and a hostile cathexis for the parent of the same sex.

**Reason (R) :** The history and fate of the Oedipus complex are the same for males and females.

Select your answer according to the coding scheme given below :

(A) Both (A) and (R) are true, (R) is the correct explanation for (A)

(B) Both (A) and (R) are true, but (R) is not the correct explanation for (A).

(C) (A) is true, (R) is false.

(D) (A) is false, (R) is true.

184. Choose the most appropriate answer.

Psychological symptoms reported by soldiers returning from war is called

(A) Post Traumatic stress disorder

(B) Stress disorder

(C) Psychosomatic disorder

(D) Anxiety disorder

185. Acute pain can produce stress – induced analgesia in which the body's internal pain relief systems are activated by

(A) Chemicals

(B) Opioids

(C) Endogenous Opioids

(D) Hormones

186. In an exercise programme, providing cues that remind people of the programme, is called  
 (A) consequence control (B) stimulus control  
 (C) behavioural control (D) cognitive control
187. When a company tries to achieve profits and win markets through product excellence, it is called  
 (A) exchange concept (B) production concept  
 (C) product concept (D) sales concept
188. The following concept, puts the consumer both at the beginning and at the end of the business cycle :  
 (A) marketing concept (B) selling concept  
 (C) product concept (D) production concept
189. Value assessment done by the customer is called  
 (A) customer perceived value (B) customer value  
 (C) sales value (D) value system
190. Consider the statements.  
 i. Coping process is not a single event.  
 ii. Coping involves ongoing transactions with the environment.  
 iii. Coping can alter the problem causing the stress.  
 iv. Coping can regulate the emotional response to the problem.  
 Of the statements,  
 (A) i alone is correct. (B) i and ii are correct.  
 (C) i, ii and iii are correct. (D) All are correct.
191. The integrative theory states that instability is  
 (A) Thamas (B) Sakshimathrabhava  
 (C) Gunatheetha (D) Karthubhava
192. The Sheath of mother of the cellular body created by Prana out of food is  
 (A) Pranamaya (B) Annamayi  
 (C) Manomayi (D) Anandamayi
193. The final stage of Yoga is called  
 (A) Yoga nitra (B) Bindu  
 (C) Avidya (D) Samadhi
194. The 4<sup>th</sup> state in the Aum mantra is  
 (A) Shakthi (B) Turiya  
 (C) Tripura (D) Tantra

195. Consider the statements.

Consumer research process includes the following steps :

- i. Defining the objectives of research.
- ii. Collecting and evaluating secondary data.
- iii. Designing a primary research study.
- iv. Analyzing the data and preparing a report.

Of the statements,

- (A) i alone is correct. (B) i and ii are correct.  
(C) i, ii and iii are correct.  (D) All are correct.

196. **Assertion (A):** The most frequently used attitude scales are Likert scales, Semantic Differential Scales, Behaviour Intention Scales and Rank Order Scales.

**Reason (R) :** The instruments most frequently used to capture evaluative data are called attitude scales.

Select your response according to the coding scheme given below :

- (A) Both (A) and (R) are true, (R) is the correct explanation for (A).  
 (B) Both (A) and (R) are true, (R) is not the correct explanation for (A).  
(C) (A) is true, but (R) is false.  
(D) (A) is false, (R) is true.

197. Consider the statements.

- i. Advertising is telling and selling.
- ii. Advertising denotes the means employed to draw attention to any object or purpose.
- iii. Advertising is any paid form of non-personal presentation.
- iv. Advertising is one of the several functions of marketing.

Of the statements,

- (A) i alone is correct. (B) i and ii are correct.  
(C) i, ii and iii are correct.  (D) All are correct.

198. One of the following is not a mystical metaphysical traditions :

- (A) Buddhist tradition (B) Yogic tradition  
(C) Bakhti tradition  (D) Psycho Analytic Therapy

199. The word "Yaga" comes from "Yuj" meaning

- (A) to join (B) waking  
(C) active conscious (D) deep sleep

200. According to Psycho analysis anxiety which comes from external source is

- (A) real anxiety (B) abnormal anxiety  
(C) un-real anxiety (D) moral anxiety