

**PSYCHOLOGY (Test Code : 595)**

Name of Candidate

M N HARENDHIRA TRASAD

Registration No.

7165

Schedule

Module

Place

Rajinder nagar

Time

5:00 PM

Date _____

28/11/2014

Classroom

Distance Learning

Classroom & Distance Learning

INDEX TABLE

Q. No.	Maximum Marks	Marks Obtained
1.(a)	10	
1.(b)	10	
1.(c)	10	
1.(d)	10	
1.(e)	10	
2.(a)	15	
2.(b)	20	
2.(c)	15	
3.(a)	15	
3.(b)	15	
3.(c)	20	
4.(a)	15	
4.(b)	20	
4.(c)	15	
5.(a)	25	
5.(b)	25	

Maximum Marks : 250

/250

Remarks:

Signature of Examiner

EVALUATION INDICATORS

1. Alignment Competence
2. Context Competence
3. Content Competence
4. Language Competence
5. Introduction Competence
6. Structure - Presentation Competence
7. Conclusion Competence

INSTRUCTIONS

1. Do furnish the appropriate details in the answer sheet (viz. Name, ID Number and Test Code).
2. Candidates should attempt answer to the part/sub-part of a question strictly within the pre-defined space. Any attempt outside the pre-defined space shall not be evaluated.
3. The candidate need not write anything in his/her answer that derogates the dignity of an individual or an organization.
4. Candidates should attempt all questions strictly in accordance with the instruction given under each question.
5. The candidate should respect the instructions, given by the invigilator.

103, 1st Floor B/1-2, Ansal Building, Behind UCO Bank, Dr. Mukherjee Nagar, Delhi-09

75, 3rd Floor, Old Rajinder Nagar Market, Near Axis Bank, New Delhi - 110060

PSYCHOLOGY (Test Code : 595)

Overall Macro comments / feedback / suggestions on Answer Booklet:

1.

2.

3.

4.

5.

All The Best

1. (a) What are grounds on which Diagnostic and Statistical Manual of Mental Disorders (DSM-IV-TR) has been criticized? 10

DSM - IV :

DSM-IV is the diagnostic and statistical manual for mental disorders.

It is followed in United States and other countries, whereas in India ICD 10 is followed for diagnostic purposes.

The major accusation about DSM-IV, is that it is a mere listing of disorders rather than providing concrete guidelines for therapy. It can be used only for knowledge purpose rather than using it to apply to specific illness.

Second accusation is regarding the classification of disorders in DSM-IV.

Thirdly DSM-IV doesn't prescribe any standard treatment plan or accepted standards.

Fourthly DSM-IV need to be updated periodically based on empirical evidences from researcher carried out on diseases.

1. (b) Discuss the implications of Two-Factor theory on employee's motivation? Critically evaluate its strengths and weaknesses. 10

Two factor Theory of Motivation:-

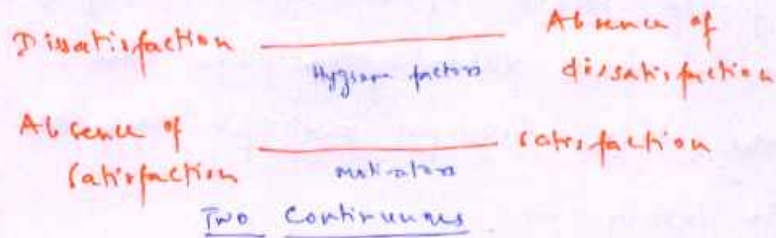
Two factor theory of motivation has been given by Herzberg. According to Herzberg, work motivation involves

- i) Hygiene factors
- ii) Motivators

Hygiene factors compares to the basic needs in Maslow's need hierarchy

and the motivators are synonymous with higher order needs.

Herzberg proposed that work motivation revolves in 2 dimensions.



Factors like good work environment, pay, recreation will ensure that there is no dissatisfaction. On the other hand career advancement, recognition will act as motivators.

Strengths:

- i) clearly spells out what works prefer
- ii) Applicable in work environment

Weaknesses:

- i) Ignore that human beings are innately achievement oriented.
- ii) Motivation is seen as mere reinforcement like operant conditioning.

1. (c) What insights social role theory gives us about Indian caste system? 10

Indian caste system & Social Role Theory:

Indian society is unique because of its caste systems that developed as a four varna system. Over time the caste developed and got embedded in society.

Social Role Theory:-

Social role theory states that individuals are given a set of expectations by the society and are expected to conform to those expectations.

These expectations or roles are built through the process of socialisation from parents and significant others. These social roles are enacted by individuals in social settings.

(e.g) Prejudice towards people from lower caste and the resultant discrimination in treatment meted to them.

The caste system is propagated through Purity and pollution learned from the parents.

To break this cycle of caste, social action has to be initiated to bring a societal change and eliminate caste from society.

Caste that is embedded in the Indian 'Psyche' should be eliminated by changing societal norms and our conformity.

1. (d) Discuss the role of clinical psychologists in minimizing the psychological impact of weapons of mass destruction.

10

Weapons of Mass destruction pose a serious threat to human existence.

The recent use of Chemical weapons in Syria and the death of thousands stand testimony to its impacts.

Role of Clinical Psychologists:-

Clinical psychologists play multiple roles in case of a mass destruction scenario.

Secondary Prevention:-

Immediately after a disaster the psychologist would

- i) offer counseling
- ii) help overcome pain or loss of dear ones
- iii) Attend hotlines
- iv) make debriefing
- v) overcome stress and depression by therapies to get rid of acute stress.

Tertiary Prevention:-

In the later stages clinical psychologist step in in the following roles

- i) Help overcome post traumatic-stress disorders through systematic desensitization, client centered therapy
- ii) Help rehabilitation of victims of destruction in self development, social development and vocation
- iii) Provide self efficacy training and cognitive therapies such RET, BCT.

1. (e) What has been the consequence of digital communications technologies on our personal space? Discuss its psychological implications. 10

Digital Communication Technologies:-

Growth of communication technologies has resulted in advent of new devices like smart-phones and ^{multiplatform} gaming consoles to which people are hooked round the clock. The internet has transformed the way society operates.

Personal Space:

Personal space refers to the individual's exclusive territory, breaching which results in tension. The new technologies have changed the meaning of personal space. It has resulted in seclusion of individual and lack of interpersonal interaction. People are tied to their devices for long hours affecting physical and psychological well being.

Psychological Implications:- There are both positive and negative implications.

Positives: i) New social support system - Facebook Communities

ii) Extended kinship

iii) Catharsis release.

Negatives: i) Social isolation

ii) Internet addiction disorder, reported due to usage of Google Glass

iii) obesity, stress and impact on cognitive and attention capabilities.

2. (a) "Sitting in the same classroom, reading the same textbook, listening to the same teacher, boys and girls receive very different educations." Elucidate. 20

Education for boys and girls:-

Education in India is biased towards boys and this is reflected in the literacy rates. With women literacy rate of 67% and men literacy rate at 82%, a full 15% gap between them. In addition little over 10% of women graduates pursue higher education. The gender discrimination starts from school itself.

Sitting in the same classroom girls receive different education compared to boys. The difference can be attributed to

a) Social stereotypes :

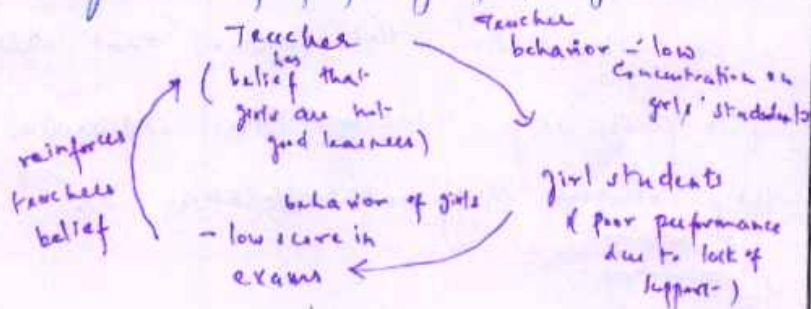
Gender stereotypes dominate the teachers attitude. They feel boys are more active and intelligent.

b) Self stereotypes :

Women themselves develop self stereotypes, beliefs that they are not good enough.

c) Gollum Effect :

Gollum effect is the result of negative self fulfilling prophecy.



1) Pygmalion effect:-

In the case of boys, the teachers have better expectancy, which results in boys doing well due to positive expectancy.

2) Self esteem and efficacy:-

Though teachers play an important role, because of differential attitude and discrimination, the girls... students are low of self efficacy and lack motivation. They are characterized by fatalistic attitude.

These are the reasons that, despite girls and boys receive same curriculum, they receive different education in classrooms.

2. (b) Are the origins of narcissism a defense against early deprivations or the product of overvaluation? How is narcissism expressed in a collectivist culture?

15

Narcissism:

Narcissism is a personality disorder characterized by feeling of grandeur and lack of respect for fellow human beings and their emotions.

Narcissism is associated with inflexible personality dimensions. They are characterized by

- i) self interest
- ii) lack of empathy.

Causes: Causes of narcissism is attributed to early parenting styles where avoidant parenting and authoritarian parenting are believed to cause such disorders. Maternal deprivation is believed to be the major cause of this disorder.

Biological factors: The low road and high road, that carry emotional information are dysfunctional in narcissistic disorder subjects. The hippocampus and amygdala are believed to be the cause of such emotional apathy.

Overvaluation of self: Overvaluation of self is developed by the individual in societal context to overcome the feeling of deprivation and loneliness in childhood. In a way, deprivation is the root of narcissistic behavior.

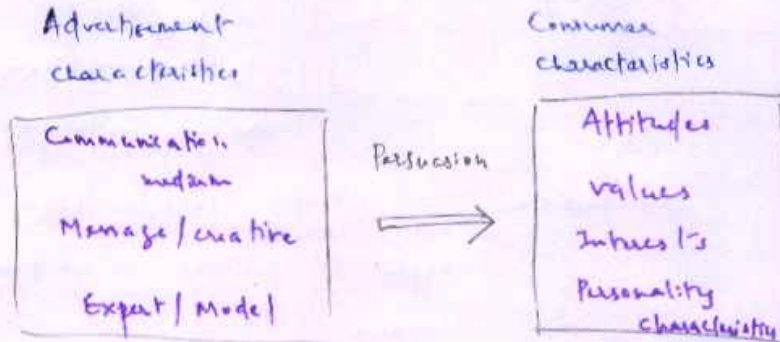
Collectivistic Cultures: In collectivistic cultures narcissists indulge in socially appropriate behavior by,

- i) Occupying positions that command power and grandeur like politics, movies
- ii) leading clubs,
- iii) Adventure sports

2. (c) Elucidate the role of psychology in creating persuasive appeal through advertising. In your opinion, what are the cognitive and behavioral effects of advertising?

15

Psychology and Persuasive Appeals of AD:-



Role of Psychology:

Role of psychology involves using psychological principles in order to make the Advertisements (Ads) persuasive such that it results in purchase behavior.

Psychological principles:-

- i) Attitude: Ads should focus on the 3 components of attitude
 - i) Cognitive - by changing the beliefs
 - ii) Affective - emotionally appealing
 - iii) behavioral - Result in action (purchase of product)

This can be achieved by using psychology to focus on,

i) Message/Creative → i) make it emotional or a suggestion
(eg) Matrimony/Jewellery Ads

ii) One-way or 2-way appeals

ii) Medium → choosing medium based on appeal to central or peripheral route.

iii) Characteristics of the sender of message - i) Experts (eg) Doctors in knowledge

i) Attractive models

(eg) Vidya Balan in Nirmal Bharat Abhiyan (L'Oréal India)

In addition based on target consumer, psychology can be used to appeal to the interest of the consumer and their deeply held values.

Cognitive & Behavioral Aspects of Ads:-

Cognitive Aspects: The Ads communicate the usefulness of the product, price, its benefits over competitors and tries to overcome or reinforce our beliefs about the product.

Behavioral Aspects: The Ads focus on altering our purchase behavior by elucidating the advantages, ease of use, availability, accessibility etc.

3. (a) Have there been any changes in media portrayal of gender roles with changing times? Discuss the role of media in shaping gender stereotypes. 15

Media and Gender Portrayal:-

Gender roles are societal expectations of appropriate behavior for men and women. Media as a tool for communication and mass reach has been propagating gender portrayals. These portrayals have been changing over time.

Gender Portrayal in Past:

During the advent of television media, women were portrayed as obedient kids, caring mothers and responsible wives. The print media which had a longer existence too conformed to this form of portrayal. Women were expected to be good home makers.

Men are portrayed as head of family and were shown to be achievement-oriented seeking financial wealth.

e.g) Ramayana and Mahabharata telecasted in Doordarshan in 1990s and the television serials like Shanti and Junoon.

Portrayal in Recent Times:-

With globalization and arrival of new media like internet, the influence of western culture is significant. In this scenario, women are being portrayed as attractive models. This results in objectification of women. e.g) Ads on personal care products, perfumes etc.

Role of Media in shaping Gender Stereotypes:-

Media plays a significant role in propagating stereotypes (false beliefs) that characterize women. They have a direct effect on the society because stereotypes are largely learned. It results in discrimination to women.

In movies and serials by portraying women as weaker sex, they are reducing the self esteem of women.

Women continue to experience discrimination at home, workplace and societal settings.

3. (b) What has been the impact of new technologies on work stress? How would you minimize the negative effects of IT implementation in your organization?

15

Impact of new technology on work stress:

Today we see growth of new technologies being deployed in workplaces. A classic example is the implementation of core banking solution in banks in India.

The impact of the new technology on the stress of workers stems from

- i) Task Demands - learning new technology and adapting to its needs.
- ii) Time management - Managing given time effectively.
- iii) fear of unknown - fear of workers that what entails in future.
- iv) Work-life balance - Striking a right balance, especially for women workers. (24/7 support, work from home + shift works).
- v) Physical demands - New technology might need more physical effort and causes strain, (e.g) Computers.
- vi) New diseases/disorders - carpal tunnel syndrome and

coronary heart diseases due to stress
vii) Ergonomics - Design of the new
technology may be demanding.

Minimizing negative impact of IT implementation:

Negative impacts mainly stem from increased
task demands, work from home and office
and round the clock support work. In
addition physical sitting can also pose
stress. This can be overcome by

- i) Phased implementation of IT systems,
so workers are not overloaded.
- ii) Training on the work modules.
- iii) Flexible work hours.
- iv) Work from home option, to achieve
work life balance.
- v) Ergonomically designed chairs and
or protection monitors.
- vi) Regular meetings and knowledge transition
sessions.
- vii) Additionally classes on ^{progression} relaxation techniques,
Yoga, physical health can be held.

3. (c) How, through what process, and under what conditions the individual succumbs to the group conformity? What are the limitations of traditional approaches to conformity? Evaluate.

20

Conformity:

Conformity is a form of social influence in which the individual behaves according to the societal/group norms.

Conformity has been studied extensively by Solomon Asch's line guessing method and Sherif's Autokinetic phenomenon technique.

Process and conditions for conformity:

Conformity happens because of the individuals,

- i) Desire to be successful and fear of failure
- ii) Desire to be liked by others.

The conditions for conformity are

- i) External locus of control.

- ii) Extraversion
- iii) high on neuroticism
- iv) Higher need for affiliation.

Limitations of Traditional approaches to Conformity:-

Traditional approaches to conformity are not targeted at the correct population. In addition, conformity fails to achieve success, because they are not attacking the interface between the individual and societal norms.

Conformity pressure stems from strongly held beliefs. These beliefs can be overcome by.

Framebreaking - overcome the beliefs about correct norms

Frame movement - Dismantling neutral values

Frame Alignment - Developing positive attitude towards societal norms and prosocial behavior.

The traditional conformity measures should be modified to ensure that-

- i) They target individual based on their characteristics.
- ii) create appeals that match them
- iii) provide suitable reinforcement for changing norms.

4. (a) Do people who have the most rewarding and satisfying relationships with their loved one suffer the most following the loved one's death? Or is it those with conflictual or ambivalent relationships who experience the most distress following the loss of a loved one? Substantiate your answer. 15

Loss of loved ones - death & suffering:

Loss of dear ones result in emotional trauma. Emotional trauma is larger in case we shared a personal bond that was rewarding and satisfying. It leaves a void in our psychological support system.

Developmental and Geriatric studies show that many old people suffer emotionally due to loss of their partner. These studies recommend a convey model and community based support mechanism to lead a adjusted life.

Coping Mechanism:-

The initial reaction to loss is distortion and denial. Later they are angry at the loss of their loved ones. This is followed by acceptance and grief.

The best way to cope in such a scenario is to seek social support from

- a) family - involve with other people
 e.g) grandchildren
- b) Religious denominations in India
 - Yoga, Bhajans, Prayers

In case of conflict or ambivalent relationship, we don't share the same amount of deeper attachment. We'll be able to overcome the loss easily in such scenarios as a strong emotional bond hasn't been established. Thus more loved the partners in our relationship, the more pain we experience.

4. (b) Recent findings suggest that there must be Corporate Psychopaths in leadership positions at greater rates than their incidence in the total population would suggest. What could be the probable reasons behind this?

20

Corporate Psychopaths:-

Corporate psychopaths refers to individuals who have little regard for fellow peers. Psychopaths or antisocial personality in general refers to people who show disregard for human life, self centred and has emotional apathy.

Probable Reason :-

The probable reasons could be illusory correlation. We are drawing a correlation that is wrong. This can be explained as follows.

- i) The number of people occupying leadership position is less.
- ii) The number of psychopaths you encounter in organizations is also less.

Based on these 2 facts, if we draw a conclusion that the psychopaths possess proportion in organizational leadership position it is called illusory correlation.

It results in formation of stereotypes that are completely false and baseless.

The same phenomenon can be explained using an example.

- i) No. of crimes in USA is less.
- ii) You are less likely to encounter a black in USA.

Based on these 2 observations if a person draws a conclusion that most crimes are committed by blacks, that is illusory correlation.

Explanation: 2

Because of their disregard for other people, they managed to politically influenced decisions in the organization and climbed the ladder faster.

Psychopaths exercise influence on people due to their charm, like the character portrayed by Anthony Hopkins in Silence of the Lambs. Using this influence they gained acceptance and manipulated people to go up the ladder.

4. (c) If entrepreneurs are so reluctant to implement statistically grounded models, leading to optimal results, how can they ever make adequate decisions? Critically evaluate. 15

Entrepreneurial Behavior:-

Entrepreneurial behavior is characterized by

- i) High need for achievement
- ii) Desire for feedback
- iii) Choosing moderately challenging task
- iv) Self set goals that reflect on performance
- v) changing goals on achievement
- vi) Risk taking attitude and gregariousness.
- vii) Low extension motivation.

As we can see, entrepreneurs do seek optimal results. Its wrong to conclude that they are reluctant to implement statistically grounded models. Statistically grounded models are based on

empirical evidences and inferences.

Entrepreneurs also make such decisions based on assessment of the subjective probability and the utility of the alternatives.

Their behavior is characterized by net result of their desire to achieve success and avoid failure. Each of the desires involve, expectancy, instrumentality and valency.

Since the decisions are made based on the subjective probabilities and utilities of the alternatives, their decisions are mathematically sound.

Most of their successes stem from choices that are made based on moderate risk. So it's ~~not~~ wrong to conclude that entrepreneurs can't make adequate decisions.

5. (a) What are the psychological problems faced by law enforcement agencies and other emergency service providers while dealing with terrorist attack? Suggest a plan for emergency responders and their organizations to build resilience. 25

Psychological Problems of law enforcement-agency workers and service providers during Terrorist attacks:

Law enforcement agencies and the emergency service providers are the first to respond in terrorist attacks.

Enforcement Agencies:-

Agencies like National Security Guards (NSG) and the state police forces should be prepared to combat the terrorists. They should have high self-esteem and positive goal expectancy in dealing with terrorists. The major problems they face are

- i) Mental trauma
- ii) Combat stress
- iii) Loss of peers E.g) Vijay Salaskar in Mumbai ~~27th~~ strikes.

ii) Physical injury and post traumatic stress.

Service Providers:-

Service providers like health services, fire service and Ambulance services should be ready for emergency. They too encounter problems of seeing loss of lives in front of their eyes. They experience post traumatic stress and depression.

Plan for building Resilience:-

- Resilience is the individual's ability to cope with stressful situation and handle them effectively. Resilience can be built by focussing on

i) Hardiness

ii) Locus of control - Internal

iii) High self efficacy.

- ii) Social support
- iii) Emotional intelligence.

Training Plan:-

Training plan for building resilience

~~will~~ will involve,

- i) Improving hardiness by
 - increasing commitment to organizational values - value education
 - Perceived control → through self efficacy
 - Performance → repeated mock drills
 - ii) Social support - Providing avenues for get-togethers, meetings.
 - iii) Goal setting training
 - iv) Emotional intelligence developed through sensitivity training
 - v) Use of psychogymnastics to build positive self image
 - vi) Yoga and meditation
- To summarize the plan would include
- i) self efficacy training ii) value education
 - iii) sensitivity training iv) yoga and relaxation training v) mock drills.

5. (b) In the wake of growing incidences of suicides in Indian armed and paramilitary forces, what strategy you would suggest for its prevention? What are factors that lead to such suicidal behavior? Explain. 25

Suicides in Armed forces:-

Before we look at the growing number of suicides and their effects its essential that we look at the present status of armed forces.

Present status and reasons for suicides:-

Armed forces in India are constantly in a state of preparedness due to difficult neighbourhood and extremist groups in north east. They stress stress primarily from

- i) work demands - constant pressure in combat situations against terrorists.
- ii) wild goose chase in difficult terrain.
- iii) Asked to hold fire and not to retaliate in cross border duals.
- iv) Difficult terrain & living conditions ('siachen & kashmir).

- ii) Pressure from officers - Pressure to conform to officers.
- iii) Separation from family for long duration
- lack social support because of separation.
- iv) Denial of benefits - e.g. leave and medical
- v) Corruption in armed forces - loss of well deserved benefits like houses
- vi) Combat losses - physical losses like amputation, loss of dear ones, post traumatic stress disorders.

Effect of stress:

Stress has a huge impact on the well being of the individual, in addition it results in

- a) low morale
- b) Fratricides
- c) suicides
- d) Anti-social behavior

Interventions to overcome stress:-

Stress and the suicidal tendencies can be overcome by

- i) increasing societal support - forming small groups, frequent meetings with family and workmen quarters.
- ii) Yoga and meditation to combat the stress and overcome suicidal thoughts.
- iii) suicide hotlines for counselling
- iv) clinical support and interpersonal therapy

Intervention should be planned at 3 levels:

- i) Primary Prevention - creating awareness of problems and teaching coping methods.
- ii) secondary prevention - secondary prevention hotlines and trauma care, counselling
- iii) Tertiary Prevention - overcoming suicidal thoughts by combating depression and anxiety using cognitive therapies like RET, BCT and clinical extended therapy.

