

PSYCHOLOGY (Test Code : 590)

Name of Candidate

M N HARENDHIRA PRASAD

Registration No.

7165

Schedule

Module

Place

Rajinder Nagar

Time

10:00 AM

Date

14/11/2014

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)	20	
2.(b)	15	
2.(c)	15	
3.(a)	15	
3.(b)	20	
3.(c)	15	
4.(a)	15	
4.(b)	15	
4.(c)	20	
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.

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PSYCHOLOGY (Test Code : 590)

Overall Macro comments / feedback / suggestions on Answer Booklet:

1.

2.

3.

4.

5.

All The Best

1. (a) What do you understand by the "functionalist" approach to emotions? 10

Functionalist Approach to Emotion:

Functionalism is based on the premise that emotion ^{studies} should be based on their utilities to human beings and how they help the individuals. Emotions should be studied in the light of various functions they perform.

In this context, their approach towards emotions help us understand in what way emotions serve us. Emotions serve in the following ways.

- i) Emotion helps sustain the motivation
(e.g) fear (Tomkins & Leeper)
- ii) Emotions help in the survival by acting as cues to the organism. (Keltner).
(e.g) happiness - absence of any threat.

- ii) Emotion helps us communicate our thoughts
- iii) Emotions act as feedback to our own system. (e.g) facial feedback hypothesis & peripheral feedback hypothesis
- iv) It acts as an expressive function and medium for catharsis.

This functionalist approach gives a different perspective on emotion, that helps understand their basic utility.

1. (b) "Power works best when it is seen least." Explain.

10

Power:

Power refers to the individual's ability to influence the behaviour of others to achieve one's goals.

There are 2 bases of power namely person power and position power. People exercise both in organizations to pursue their goals.

Implicit Power:

Of the 2 power bases the person power that comprises expert power and referent power exerts influences on followers in genuine and subtle manner. It is largely implicit and is little source for misuse.

On the contrary, the position power, power to coerce and reward are explicit, based on specific position or role in organization. It is prone to misuse. The power influence here is more evident and less effective.

Expert power in which individual exercises power through his expertise/knowledge and referent power, where the subordinates identify with the individual and least evident power influence and the most effective.

1. (c) Discuss in brief the new media and quality of life.

10

Quality of life and new Media:-

Quality of life refers to the individual's unique pattern of life that indicates health and subjective wellbeing.

Media, that comprises medium ranging from stereospeers to videogames significantly influence the quality of life. New media, especially internet, videogames and mobile phones have a significant impact on quality of life. There are both positive and negative impacts.

Positive Impacts:-

- i) Building new friends circle in social networks like Facebook.
- ii) videogames acts as catharsis to vent out stress. (GTA)
- iii) New learning happens through media in an interactive mode.

Negative impacts on Quality of life:-

- i) Internet addiction disorder is a reality now. (e.g) Google glass became addiction in case of certain individuals.
- ii) Social isolation and lack of interpersonal interaction.
- iii) obesity is a bigger problem among young children due to absence of real play.
- iv) Increase in number of divorces due to stress.
- v) New media promotes consumerist culture.

1. (d) What are the problems in the assessment of achievement motivation? 10

Assessing achievement Motivation:-

Achievement Motivation is the individual's drive to set standards of excellence and striving hard to achieve them. Achievement motivation like other social motives is difficult to assess, since the motivation can be assessed only through indirect methods.

Methods used to measure achievement motivation:-

- i) Thematic Apperception Test.

- ii) Situation tests
- iii) story telling
- iv) observation of behaviour.
- v) self report questionnaires.

Problems with Assessment:-

The major problems associated with the assessment of achievement motivation are

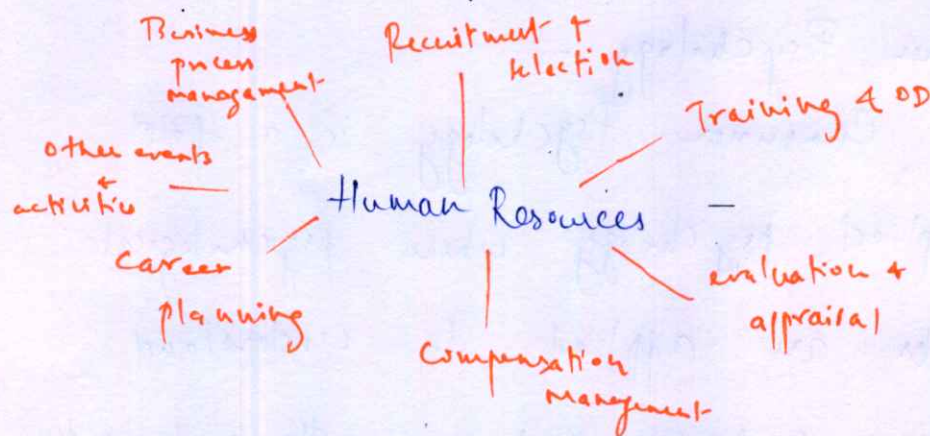
- i) Subjectivity - The outcomes of the TAT and situation tests are very subjective in nature. They don't reflect concrete factors.
- ii) Quality of the Assessor: The output of the tests depends largely on the quality of one who assesses them.
- iii) The role of situational factors in influencing the performance in test is high.
- iv) Observations have problems like social desirability if explicitly done.
- v) Questionnaires are subject to faking.

1. (e) Write a short note on the role of HR in information technology.

10

HR in Information Technology:

Human resources is an important function in information technology industry. Since the industry on the whole is knowledge based, people are considered as assets and HR function is central to people management. It interacts with all other functions like finance, marketing, operations to carry out organizational goals.



The major role of Human Resource management is staffing, Compensation management, appraisal and training.

The role of HR manager depends on which function he is working. Organizational development is the recent buzz word in HR and large organizations are undertaking steps to implement OD programs.

In addition HR are also involved in framing vision, mission, providing cross cultural training & conducting employee engagement programs.

2. (a) What do you understand by consumer psychology? Are there any cultural differences in the prevalence of appeals through advertisements? Explain with the help of suitable examples. 20

Consumer Psychology :-

Consumer Psychology is a field of applied psychology where psychological principles are applied to understand consumer behavior and using the understanding to improve the business prospects. The field largely relies on individual differences in purchase behavior.

Cultural Differences:-

Advertisements are the medium through which products are taken to the customers and their benefits and features explained.

The creative, in which the message is embedded carries a meaning and its reach depends on the content as well as appeal. Ads that are in synchrony with the culture have always succeeded. Cultural differences are prevalent in the appeal.

Examples:

High context vs low context cultures:-

In India, which is a high context culture, the advertisement carries more than just the product. It carries like additional information like body language, emotions, the mood of situation etc.

example: Airtel Ad in which the father is unhappy about son, not paying bills and being playful, the son later pays instantly via mobile.

The Ad captures the message together with the current family culture in India.

Individual vs collectivist cultures:-

In individual culture Ad focuses independence and personal achievements. In collectivist culture the focus is on achievement of the group.

Individual culture (e.g): Nike Ads

Collectivist cultures (e.g) Hero Honda, Desh ki Dhadkan

Respect for elders & family values:

Certain Ads explicitly communicate respect for elders that is consistent with India. (e.g) Bheerav Marimony Ads

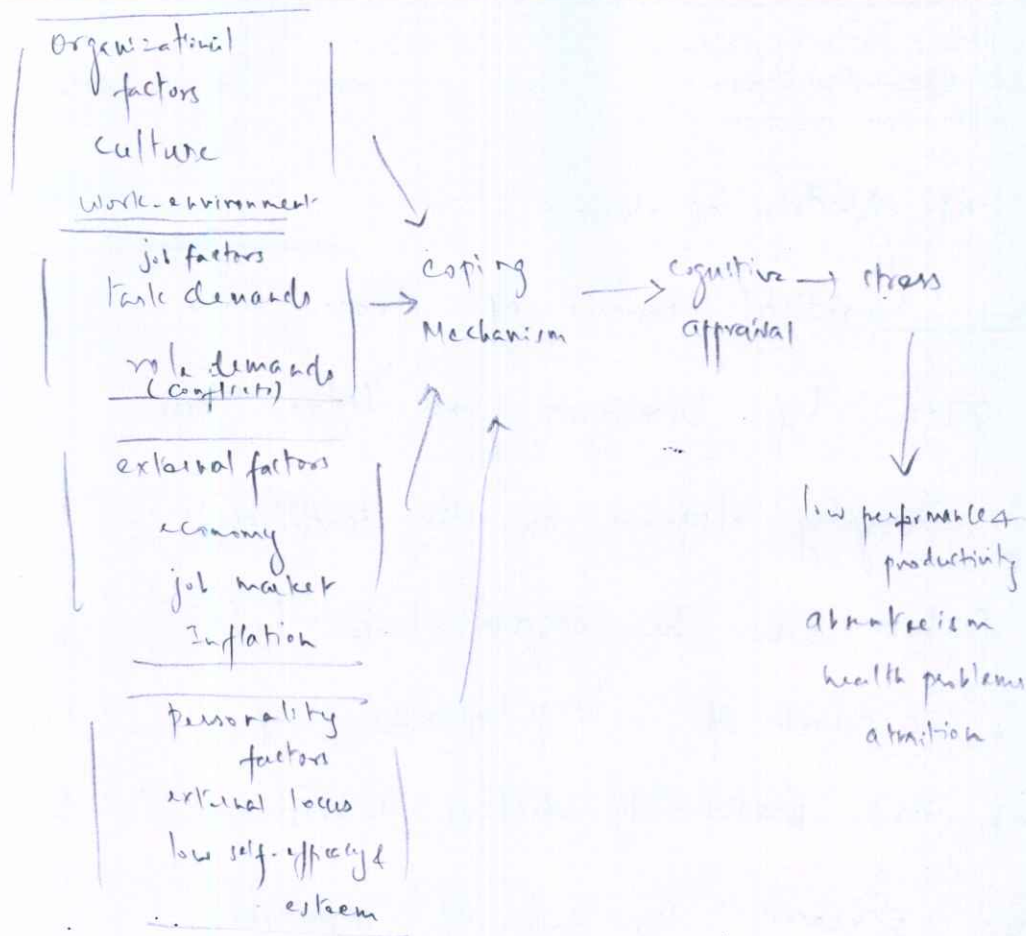
In India there are region specific Ads that match with specific region, say south where the actors are depicted as sporting dhoties and sarees. (e.g) Volvos AC Ads.

2. (b) Critically evaluate various theoretical models on the relationship between stressful situations and strains in an organization? What could be the possible stress reactions? 15

Theoretical Models of stress :-

Theoretical models of stress have been given by Lazarus and Selye. These models largely depend on the traditional stress factors in the organization but fails to account for large number of external and personality factors. While Lazarus stressed the role of cognitive appraisal in experiencing stress, he doesn't elaborate how the individual actually performs the appraisal. On the other hand Selye focused on coping strategies but failed to explain how they actually help overcome stress.

The theoretical models can be represented as follows.



Stress Reactions:-

In work situations, the possible reactions are

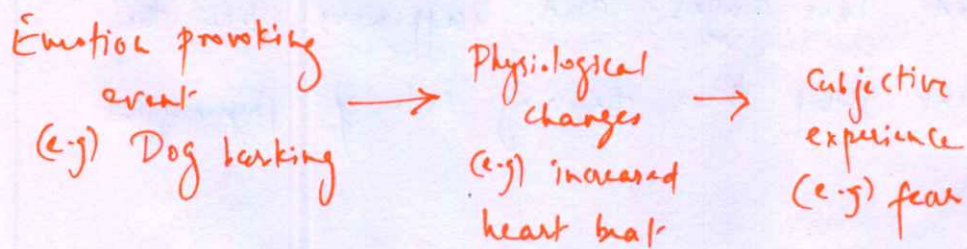
- i) low performance & productivity in the job.
- ii) Absenteeism - frequent leaves during project.
- iii) Health related problems - somatoform disorders
- iv) Depression and anxiety
- v) High level of attrition in the company.

2. (c) "Emotion is the cognitive interpretation of a physiological response."
Explain with the help of suitable examples. 15

Emotion :-

Emotion comprises of physiological changes such as palpitation, sweating, subjective experience which we label as fear or anger, anxiety and the expressive reactions such as frowning, smiling etc.

Multiple theories are in vogue regarding emotional experiences of which the one that has gained support from evidences is James Lange Theory. The theory was proposed by William James and Oskar Lange.



According to this theory, an emotion provoking situation first results in physiological changes. Here the barking of the dog causes heart to pump faster.

As the physiological change is experienced, we tend to have the subjective experience. Here the heart beat and sweating gives us cues that we are in danger and hence we experience fear.

experimental evidence: The subjects were administered norepinephrine to increase the arousal level and bring about physiological changes. Some participants were informed. They were made to experience a happy scenario by a model and an angry scenario by watching of questionnaire. The informed participants experienced less anger and happiness than the experiment group thus proving role of physiological changes.

other examples:-

- i) we feel happy because we smile and the muscles are relaxed

Support: i) Facial & peripheral feedback hypothesis provide support to this view of emotion.

ii) Backward masking has shown amygdala has connections other than through cortex.

3. (a) Are the effects of media too complex to understand with scientific evaluation? Critically examine with the help of relevant examples. 15

Effect of Media:-

Media, both old and new have significant impact on the lives of people. They promote both pro and antisocial behavior. They also have significant effect, both positive and negative, to the individual. Since their range and impact is huge it's complex to understand their impact scientifically.

Having said that, it's not impossible to study their impact on people. A lot of studies have been conducted on their impact, especially psychological impacts.

Literature survey on media impacts have shown the following results.

- a) It increases aggressive behavior in people. (e.g) modeling aggression behavior from movies and cartoons.

- ii) Rape myths - media, especially pornographic content spread rape myths
- iii) Acceptance of violence - It also spreads a message that violence and vengeance is accepted in the society.
- iv) Drug Abuse, smoking - Smoking and drug abuse are seen as masculine behavior and are promoted in media (e.g.) Marlboro man advertisement.

In many instances of school related violence right from Giddins school shooting to the recent shooting in Virginia, media played a significant role in desensitization to violence.

On the positive side, certain programmes promote pro-social behavior like conservation of trees, respect for family values, helping the poor and needy etc.

3. (b) Elucidate gender differences in causal attribution patterns and its relation to expectations for success and subsequent achievement striving. Give suitable examples. 20

Attribution Patterns & Success:-

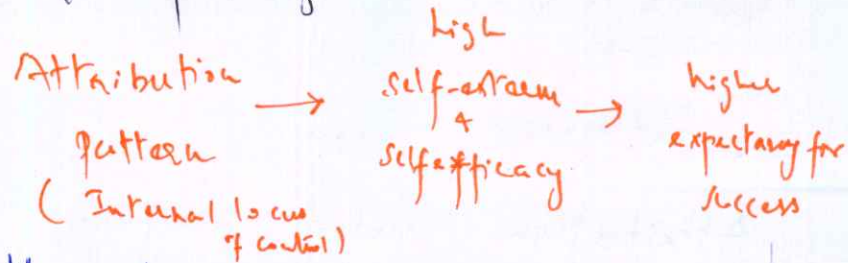
Attribution involves assigning the cause of an individual's behavior. Kelley has given attribution theory based on 3 factors namely consistency, consensus, and distinctiveness. Bem has given the self attribution theory. Men and Women differ significantly in their attribution style. Men attribute their success to internal factors; their abilities and qualities. Women attribute their success in general to external factors; their family, friends, colleagues, even God.

Men → success → Internal factors
 ↓
 failure → external factors

Women → success → external factors
 ↓
 failure → Internal factors

On failure, men attribute them to external cause like fate, environment but women attribute to them.

Attribution & expectancy:



Julian Rotter has clearly stated that higher self-efficacy and internal locus of control will result in greater expectancy of success. Thus men in general have higher expectancy of success. Women in patriarchal societies, because of low self-esteem and poor proactive mastery and attribution pattern have very low expectancy of success.

Achievement Motivation & Expectancy of success:-

According to Atkinson, Achievement motivation is the net result of tendency to succeed and tendency to avoid failure.

Tendency to succeed comprises,

$$T_s = M_s \times E_s \times I_s$$

$\uparrow$ $\uparrow$ $\uparrow$
 motive expectancy incentive
 $\downarrow$ $\downarrow$ $\downarrow$
 $T_f = M_f \times E_f \times I_f$

The equation clearly shows that greater the expectation for success (E_s) greater the achievement motivation.

Example:- In India we can see there are hardly any women entrepreneurs. Only in certain areas, where women serve their tradition role expectations like clothing industry, social entrepreneurship we find women.
(e.g.) Ela Bhatt of SEWA, Pratima Narayan, food business.

3. (c) Critically evaluate the relationship between expectancy attitude, motivation and job behavior. 15

Relationship between expectancy, attitude, motivation and job behavior:-

The relationship between these variables (attitude, expectancy and motivation) and job behaviour can be explained by motivation theories. The expectancy theories on motivation clearly states that job behavior is positively or negatively influenced by the motivation.

According to Victor Vroom, motivation is the product of expectancy, instrumentality and valency. Higher the motivation, better is the job behavior namely, productivity and performance.

$$M = E \times I \times V$$

$E \rightarrow$ expectancy, that effort will result in desired performance

$I \rightarrow$ Instrumentality, performance will get rewards desired.

$V \rightarrow$ valency, perceived value of the rewards.

Role of Attitude:-

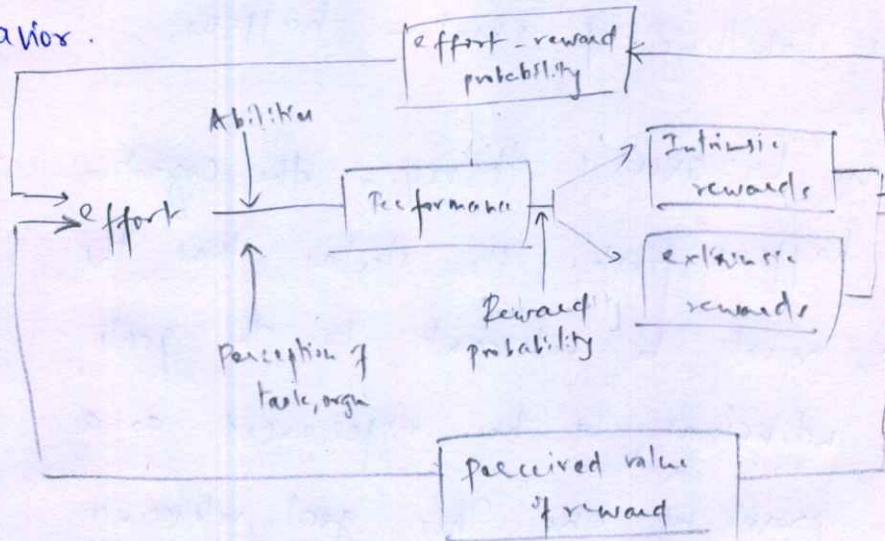
Attitude also play a moderating role in motivation, hence the resultant job behavior. The more the attitude towards, the job and the organization is positive, the better the job outcomes are.

It's essential to maintain a positive attitude towards the job and the company.

Also the rewards should be of value to

the individual.

Porter Lawler Model is a holistic model on motivation taking all aspects to explain the job behavior.

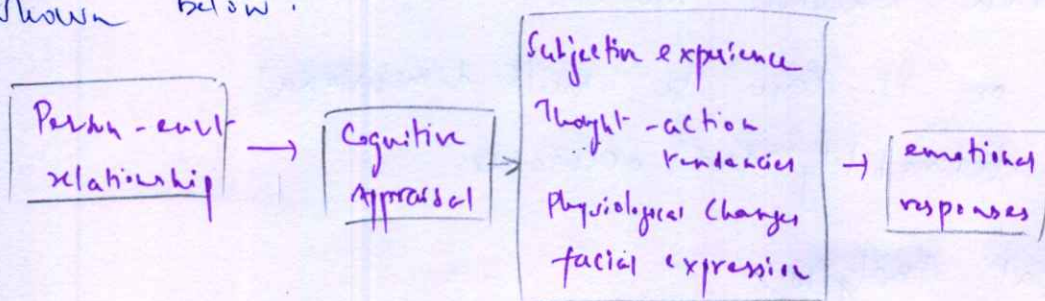


4. (a) Critically evaluate the argument that cognitive activity - in the form of judgments, evaluations, or thoughts - is necessary for an emotion to occur.

15

Cognitive Theory of Emotion:-

The cognitive theory of emotion was proposed by Lazarus. According to Lazarus emotion is comprised of 6 elements as shown below.



The cognitive element in emotion was first proposed by schachter-singer theory.

According to this theory, a cognitive evaluation of environment is done on arousal to attribute the cause of arousal and the subsequent labelling of emotion happens.

In Lazarus's theory, the cognitive appraisal happens first. He states that the situation, must be relevant to the goals of the individual, to be experienced as an emotion provoking one. This goal relevance is assessed by cognitive appraisal.

Appraisal involves judgement of the situation, evaluation of the capabilities to overcome the situation including coping mechanisms. Appraisal can be unidimensional in which emotion has a core-relational theme or it can be multi dimensional say desirability and occurrence.

Critical Analysis:-

(i) Organisms have too little time to

cognitively process the situation. (e.g) flight response in fear.

- ii) Brain imaging systems show neural activity even immediately after exposure to emotion provoking situation.
- iii) Amygdala seems to have connection to the autonomic system directly without passing through the cortex.
- iv) No concrete evidence regarding cognitive processes in experiments.

4. (b) Discuss the role of motivators and hygiene factors in organizational productivity.

15

Herzberg has given 2 factors in motivation of workers in organizational settings. They are termed

- i) Hygiene factors
- ii) Motivators.

Hygiene factors ensure that their presence will not result in dissatisfaction to the employee. They themselves alone won't provide motivation.

- ① dissatisfaction ————— no dissatisfaction
Hygiene factors
- ② no satisfaction ————— satisfaction
Motivators

According to Herzberg there are two
Continuums not one for motivation.

The Hygiene factors like clean environment,
rich workplace, good colleagues, helpful managers
are hygiene factors. We need to put them
in place so that dissatisfaction doesn't
creep in.

On the other hand for motivating
the employees we need to focus on

- i) Career Progression
- ii) Job enrichment
- iii) equitable rewards
- iv) Meeting life goals.

Hygiene factors helps sustain the
productivity of the organization but

the motivators help increase the performance in the job and achieve positive outcomes.

4. (c) How is the internalization of extrinsic motivation linked to competence and sense of relatedness? Elucidate and give examples. 20

Intrinsic Motivation:-

Motivation is the set of processes that activates, guides and maintains behavior. Intrinsic motivation refers to motivation resulting from pursuing tasks that are internally rewarding and pursued for their own sake.

Intrinsic motivation is explained by self-determination theory of Deci and Ryan.

According to self determination theory
human beings are driven by

- (i) Innate growth tendencies
- (ii) inherent development needs.

The 2 needs are

- i) Competency - need to be successful in tasks.
- ii) Autonomy - need for independence
- iii) Relatedness - the need for belonging

Internalization of extrinsic motivation:-

Extrinsic motivation gets internalized
through a 4 step process that goes in
a continuum.

- i) External regulation - Initially the
job is motivated by extrinsic
factor.

(e.g) Doing homework to watch Tv.

ii) Introjected regulation: In introjected regulation, the motivation is still external but the individual understands the elements of motivation.

(e.g) Doing homework to watch TV, but understands that it's unfair for him.

iii) Identification with regulation:-

The behavior is the result of identification with the task and rewards of little value.

(e.g) Doing homework so that one can score good marks in exams which will give happiness.

iv) Independent regulation: Behavior is completely internalized by the person.

(e.g) Doing homework itself is fun and enjoyable.

5. (a) In what ways stressors for working women happen to be different from men? Elucidate the gender differences in response to stressors and coping mechanisms. 25

Stress of Women:-

Stress of women is different from that of men in the following ways.

- i) Role conflict: Women experience role conflict in jobs and personal life.
- ii) Tokenism: Success of women is seen as outcome of tokenism.
- iii) Leadership: Women leaders are seen as breaking their traditional gender stereotype.
- iv) Glass ceiling: Women experience glass ceiling in organisations whereas men don't.

v) Discrimination: Women are discriminated during recruitment and promotion in many industries.

vi) Gender stereotyping is common in work places and women managers are not seen as successful as they do the role of a manager which is identified with men.

Coping Mechanism Differences:-

Man

- i) Men express their feelings openly.
- ii) React to stress by anger.
- iii) Take to alcoholism and drugs.

Women

- Women bury their emotions.
- React to stress by withdrawal.
- Seek religious and social support.

Men

i) Use problem focussed
coping strategy

ii) Don't breakdown but
try to avoid or run
away from stressful
situations.

iii) Attributable to external
causes.

women

Use emotion
focussed coping
strategy

Break down in
stressful situations

Attribute problems
to internal
causes.

5. (b) "The entrepreneur may be driven not only by economic motives but also by psychological motives like the desire to innovate and create new products." Explain in the context of cross-cultural differences in entrepreneurial activity. 25

Entrepreneurial Behavior:-

An entrepreneur is the one who takes risks. The risks are not only for economic achievement but also for psychological satisfaction. There are other motivations involved in entrepreneurial behavior.

i) Need for Achievement: According to McClelland entrepreneurs have high nAch. The need for achievement is characterized by

- i) Moderately challenging tasks
- ii) Need for feedback
- iii) Reflect personal abilities.

These characteristics are best demonstrated by creating novel and innovative products.

Many entrepreneurs today are innovative and their innovations are marketed to make economic benefits. It's desire for innovation and creativity that led to their entrepreneurship.

(e.g.) Godrej Industries, Bose Corporation.

Cross-cultural Differences:-

In certain culture there is greater scope for innovation and creativity and they have flourished as breeding ground for entrepreneurship.

i) Uncertainty Avoidance.

Cultures that promote

rules and processes are low in innovation.
(e.g.) India.

Countries like USA where there is
high uncertainty levels, innovation is
high, so does the entrepreneurship.

e.g. Silicon valley companies.

iii) Individualism & creativity: Individual
cultures like USA, UK are more in
creative freedom than collectivist cultures.

iv) Dependence Motivation: In India,
due to high dependence motivation
(Pareek), the achievement motivation,
creativity & entrepreneurship are low.

v) CRPs and literature: child rearing
practices, popular literature that reflects
a culture show the level of entrepreneurship
and creativity. (McClelland).

Thus there is a direct link between culture,
creating entrepreneurship

