

Sl. No. :

010197

**PGPY**

Register  
Number

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**2012  
PSYCHOLOGY**

**Time Allowed : 3 Hours ]**

**[ Maximum Marks : 300**

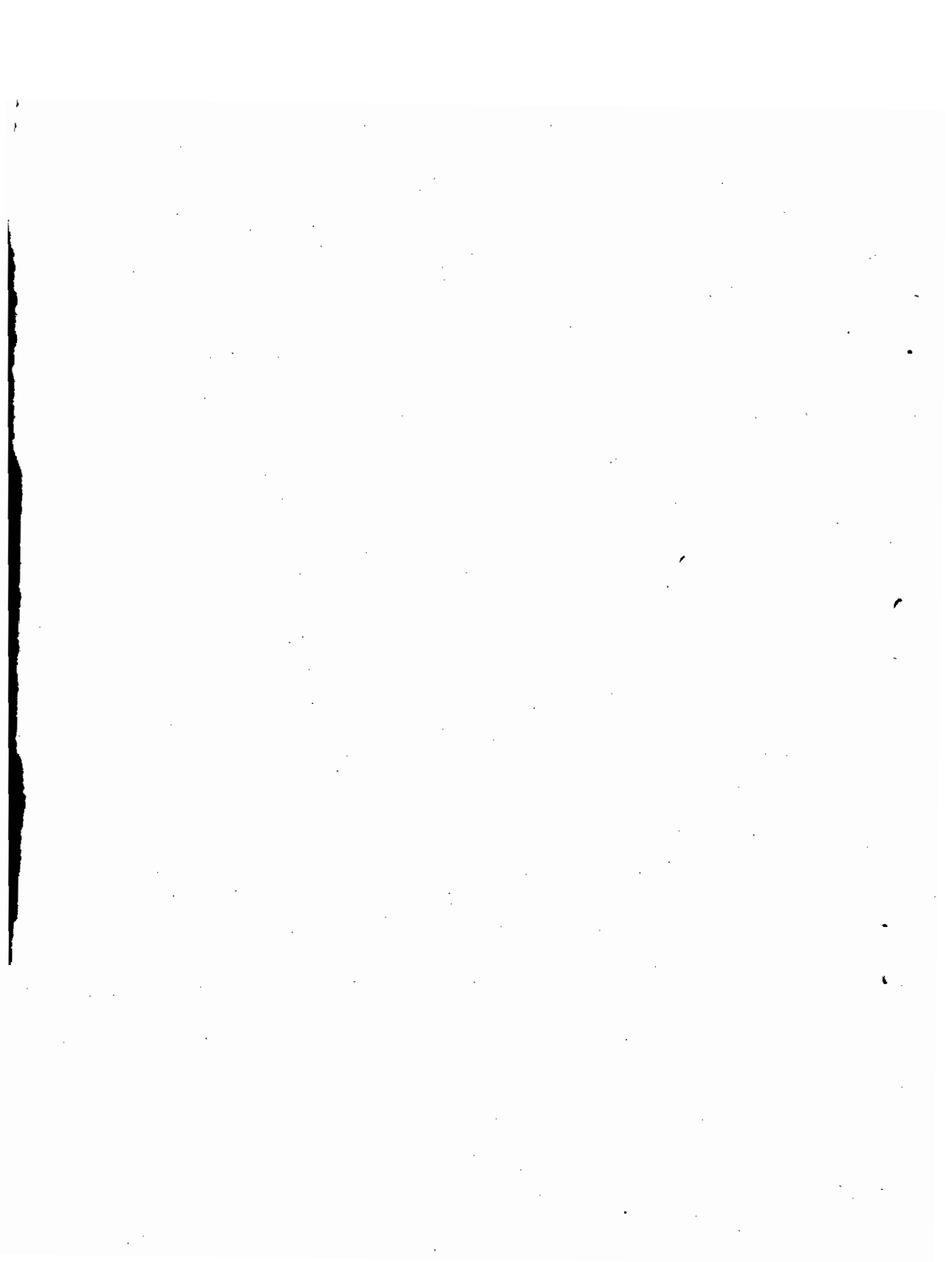
**Read the following instructions carefully before you begin to answer the questions.**

**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 on side 1 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.

Tear here ✕ DO NOT TEAR THIS COVER OF THE QUESTION BOOKLET UNTIL YOU ARE ASKED TO DO SO ✕ Tear here





5. Select the one that is correctly matched :

- A) Cattell — Econetic model  
 B) Rogers — Path learning  
 C) Allport — Dynamic lattice  
 D) Lewin — Proprium.

6. The mean raw score obtained by children in a given standard, gives us

- A) age norms B) standard scores  
 C) grade norms D) percentiles.

7. Consider the following statements :

*Assertion (A)* : Obsessions or compulsions cause marked distress, are time consuming and interfere with the person's normal routine.

*Reason (R)* : Obsessions are intrusive and mostly non-sensical thoughts, images or urges that the individual tries to resist or eliminate whereas compulsions are the thoughts or actions used to suppress obsessions and provide relief.

Now select your answer according to the coding scheme given below :

- A) Both (A) and (R) are true and (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, but (R) is true.

8. When a Psychological test is useful in relating to other measures such as present academic grades or any other test scores, indicates

- A) concurrent validity B) predictive validity  
 C) criterion - related validity D) construct validity.

9. Fastest acquisition of behaviour and rapid decrease of behaviour occur when reinforcement is no longer provided in

- A) intermittent reinforcement  B) continuous reinforcement  
 C) complete reinforcement D) incomplete reinforcement.

10. The hallmark of operant conditioning is

- A) control resides in the consequences of behaviour
- B) there is a connection between a stimulus and a subsequent response
- C) there are controlling or eliciting stimuli for most behaviour
- D) non-contingency of reinforcement.

11. Carl Rogers used which technique to evaluate self-concept ?

- A) Criterion group
- B) Factor analysis
- C) Logical-content strategy
- D) Q-sort technique.

12. Consider the following statements :

Post traumatic stress disorder has the following characteristics :

- I. The individual has been exposed to a traumatic event
- II. The traumatic event is persistently reexperienced
- III. Persistent avoidance of stimuli associated with the trauma
- IV. Absence of symptoms of increased arousal.

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.

13. Which one of the tests mentioned below is a culture fair test ?

- A) Stanford-Binet test of intelligence
- B) Wechsler intelligence scale
- C) Bhatia's battery of intelligence test
- D) Raven's standard progressive matrices.



18. In assertive training the individual is instructed, coached, trained and supported in taking

- A) Negative assertive action in situations
- ~~B) Positive assertive action in situations~~
- C) Neutral assertive action in situations
- D) Nil assertive action in situations.

19. Serious interpersonal problems such as domestic violence, child abuse, marital conflict, sexual dysfunctions and dysfunctional social relationships occur due to

- A) Delinquency
- B) Aging
- C) Financial burden
- ~~D) Alcohol abuse.~~

20. Consider the following statements :

*Assertion (A)* : In phobic disorders, the individual avoids situations that produce severe anxiety or panic

*Reason (R)* : Individuals with phobic disorders are suicidal and have nocturnal panic.

Now select your answer according to the coding scheme given below :

- A) Both (A) and (R) are true and (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, but (R) is true.

21. Consider the following statements :

*Assertion (A)* : The proprium is innate.

*Reason (R)* : It is in the proprium that we find the root of the consistency that marks attitudes, intentions and evaluations.

Now select your answer according to the coding scheme given below :

- A) Both (A) and (R) are true and (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, but (R) is true.

22. Consider the following statements :

*Assertion (A)* : Confounding variables are those aspects of a study or sample that might influence the dependent variable.

*Reason (R)* : Certain variables which cannot be measured or controlled directly may have an effect upon the outcome.

Now select your answer according to the coding scheme given below :

- A) Both (A) and (R) are true and (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, but (R) is true.

23. The projective test, which uses cartoon formats and studies attitudes, is

- A) Thematic apperception test
- B) Children's apperception test
- C) Rosenzwing picture frustration test
- D) Test of creativity.



24. When a translated score, in a test, tells where a person stands in some population of persons who have taken a test, then the test we are using is

- A) norm-referenced test                      B) criterion-referenced test  
 C) reliable test                                      D) valid test.

25. In reciprocal inhibition the bond between the stimuli and anxiety response will be

- A) increased                                      B) decreased  
 C) weakened                                      D) strengthened.

26. Which requires examination of the amount of risk acceptable to individuals who are considering occupational change ?

- A) Judicious decision making                      B) Gathering information  
 C) Ramification                                      D) Professional assistance.

27. Consider the following statements :

The characteristic symptoms of schizophrenia are

- I. Delusions and hallucinations
- II. Disorganized speech
- III. Grossly disorganized behaviour
- IV. Social/occupational dysfunction.

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.

28. Consider the following statements :

According to Allport

- I. The process of development takes place along multiple lines
- II. At birth the organism is a creature of biology
- III. The organism is transformed into an individual who operates in terms of a growing age
- IV. Functional autonomy does not play a crucial role in this transformation.

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.

29. There are four steps in the organizational development technique of appreciative inquiry. Identify the correct order :

- A) Discovery, Design, Dreaming, Destiny
- ~~B) Discovery, Dreaming, Design, Destiny~~
- C) Dreaming, Discovery, Destiny, Design
- D) Dreaming, Destiny, Discovery, Design.

30. Item-total correlations are affected by

- A) attitude test
- B) aptitude test
- C) power test
- ~~D) speed test.~~

31. Consider the following statements :

*Assertion (A)* : Sentiments cause their possessors to pay attention to certain objects or classes of objects and to feel and react in a certain way with regard to them.

*Reason (R)* : A sentiment is an environmental mould dynamic source trait which is the result of experimental or sociocultural factors.

Now select your answer according to the coding scheme given below :

- A) Both (A) and (R) are true and (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, but (R) is true.

32. Consider the following statements :

*Assertion (A)* : Reliability refers to the attribute of consistency in measurement.

*Reason (R)* : Reliability is more commonly a matter of degree.

Now select your answer according to the coding scheme given below :

A) Both (A) and (R) are true and (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, but (R) is true.

33. In organizational development, there is a strong emphasis on

A) coercion

~~B)~~ collaboration

C) cooptation

D) manipulation.

34. Transcranial magnetic stimulation is effective for the treatment of

A) Delusions

B) Flat affect

~~C)~~ Hallucinations

D) Anxiety.

35. A person approaches the test with a certain attitude and with a certain interpretation of whatever ambiguities there are in the directions. This is called

~~A)~~ response bias

B) tester bias

C) falsification

D) personalization.

36. Chance errors are otherwise known as

~~A)~~ errors of measurement

B) errors of data

C) errors of correlation

D) errors of calculation.

37. Counselling may be seen as a primary tool for addressing the many adjustment issues that older people face. This is the approach by

- A) Situational model
- B) Manageable and predictable model
- C) Situational assistance model
- D) Multi-theoretical integrative model.

38. In autogenic training the core is

- A) suggestion of positive ideas
- B) suggestion of vivid ideas
- C) suggestion of abstract ideas
- D) suggestion of concrete ideas.

39. Consider the following statements :

- I. Traits may be classified in terms of the modality through which they are expressed
- II. Any single trait may represent the outcome of the operation of environmental factors, hereditary factors or both
- III. Traits that result from environmental conditions are called environmental mould traits
- IV. Traits that reflect hereditary factors are called constitutional traits.

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.

40. Employee dissatisfaction expressed through active and constructive attempts to improve working conditions is referred to as
- A) Exit  
B) Loyalty  
C) Neglect  
~~D) Voice.~~
41. The formula  $N - 1$  is applicable in determining the degrees of freedom while comparing two distributions for
- A) Independent samples  
~~B) Repeated measures~~  
C) Correlation analysis  
D) Chi-square.
42. The irrational belief that one is loved by another person usually of higher status is termed as
- A) Grandiose delusion  
~~B) Erotomanic delusion~~  
C) Persecutory delusion  
D) Jealous delusion.
43. The process of considering alternative causes for events and reactions is called
- ~~A) Reattribution~~  
B) Rationalising  
C) Decatastrophizing  
D) Attribution.
44. The larger the item variance relative to the total variance, the need for correction is
- A) not needed  
B) negligible  
C) smaller  
~~D) greater.~~
45. If the criterion is not continuous but a natural division then the appropriate method of correlation to be used is
- A) Biserial  
B) Point biserial  
C) Tetrachoric  
~~D) Phi-coefficient.~~

46. When counsellors who work regularly with clients in crisis, experience, some of the same symptoms of crisis of their clients. It is known as

- A) Self pity
- B) Traumatic stress
- C) Psychotic symptoms
- ~~D) Comparison fatigue.~~

47. The physical environment during relaxation should be free from

- ~~A) disturbance~~
- B) concentration
- C) attention
- D) motivation.

48. A collection of feelings that an individual holds toward his or her job is called

- A) job enlargement
- B) job enrichment
- C) job involvement
- ~~D) job satisfaction.~~

49. Consider the following statements :

According to Bandura

- I. Reinforcement serves as an antecedent rather than a consequent influence
- II. Reinforcement functions as an informative and motivational operation
- III. Reinforcement does not function as a mechanical response strengthener
- IV. Direct reinforcement is not necessary in order for learning to occur.

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.~~

50. Deep muscle relaxation training is based on

- ~~A) self control~~
- B) vivid imagery
- C) motivation
- D) intelligence.

51. Consider the following statements :

The negative symptoms of schizophrenia include

- I. Emotional and social withdrawal
- II. Apathy
- III. Poverty of thought
- IV. Poverty of speech.

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.~~

52. 'D' in ABCDE analysis of cognitive therapy stands for

- A) dialogue
- B) discussion
- C) describing
- ~~D) disputing.~~

53. A sentence completion instrument can be used as a/an

- ~~A) projective test~~
- B) creativity test
- C) adjustment test
- D) aptitude test.

54. Consider the following statements :

- I. Correlation is the degree of association between 2 variables
- II. Correlation is represented in terms of a coefficient
- III. If the coefficient is positive, the variables are not associated
- IV. If the coefficient is negative the variables are associated.

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. The Rorschach ink blot test is a

- A) Attitude test  
 B) Aptitude test  
 C) Intelligence test  
~~D) Personality test.~~

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

**List I**

**List II**

- |   |                           |
|---|---------------------------|
| a) The number of events one should observe is 10      | 1. Alternative hypothesis |
| b) Rejection region                                   | 2. Null hypothesis        |
| c) Confidence levels                                  | 3. - 0.96 to 1.96         |
| d) The number of events one should observe is not 10. | 4. 0.01; 0.05; 0.10       |

Codes :

- |                       | <b>a</b> | <b>b</b> | <b>c</b> | <b>d</b> |
|-----------------------|----------|----------|----------|----------|
| A) 1 4 3 2            | 1        | 4        | 3        | 2        |
| B) 2 1 4 3            | 2        | 1        | 4        | 3        |
| <del>C) 2 3 4 1</del> | 2        | 3        | 4        | 1        |
| D) 4 2 1 3.           | 4        | 2        | 1        | 3.       |

57. In which conflict resolution technique, each party involved in the conflict gives up something of value ?

- A) Avoidance  
 B) ~~Compromise~~  
 C) Problem-solving  
 D) Smoothing.

58. Frustrations, conflicts and anxieties are resolved by

- A) sublimation and reaction formation  
 B) fixation and regression  
~~C) identification and displacement~~  
 D) projection and repression.



59. Deep muscle relaxation training was developed by

- A) Schultz  
 B) Rogers  
~~C) Jacobson~~  
 D) Brummer.

60. Consider the following statements :

People with avoidant personality disorder exhibit the following psychological characteristics :

- I. Low self-esteem  
 II. Fear of rejection, criticism, leads to fear of attention.  
 III. Resemblance to social phobia  
 IV. Extreme insensitivity.

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.

61. A way of coping with manipulation criticism is

- A) association  
 B) ~~fogging~~  
 C) role play  
 D) aggression.

62. When therapists help clients develop more accurate explanations for events, thus helping them give up self-blaming ideas, they are using the technique of

- A) Replacement  
 B) Externalization  
~~C) Reattribution~~  
 D) Questioning the evidence.

63. The test that can be used to get the same results of critical ratio is

- A) Sign test  
 B) ~~Chi-square test~~  
 C) Single group method  
 D) Difference method.

64. The counselling profession has recognised the need for special competencies in counselling older adults by

- A) Senior centres
- B) Assisted living facility
- ~~C) Preparation of counsellors~~
- D) Health centres.

65. One distinctive feature of projective test is that it has

- ~~A) Ambiguous stimulus~~
- B) Clear structure
- C) Specific guidelines
- D) Specific response.

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

**List I**

**List II**

- |                              |  |
|------------------------------|--|
| a) Alpha level               | 1. 95%   |
| b) Compounding variables     | 2. Another word for within subjects design     |
| c) Correlation groups design | 3. A variable related to independent variables |
| d) Confidence interval       | 4. Type of error.                              |

Codes :

- |               | <b>a</b> | <b>b</b> | <b>c</b> | <b>d</b> |
|---------------|----------|----------|----------|----------|
| <del>A)</del> | 4        | 3        | 2        | 1        |
| B)            | 4        | 2        | 1        | 3        |
| C)            | 3        | 1        | 4        | 2        |
| D)            | 2        | 4        | 3        | 1.       |

67. Consider the following statements :

- I. Personality is made up of Id, Ego and Super ego
- II. The Id, Ego and Super ego have their own components and operating principles
- III. They interact so closely that it is difficult to disentangle their effects
- IV. Behaviour is always the product of an interaction among Id, Ego and Super ego.

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.~~
68. A man is attracted to a woman, but fears losing his independence, so he becomes hostile towards her. He is using the defense mechanism of
- A) displacement
  - B) projection
  - C) denial
  - ~~D) reaction formation.~~
69. There is a resemblance to social phobia in
- A) dependent personality disorder
  - B) histrionic personality disorder
  - C) obsessive compulsive personality disorder
  - ~~D) avoidant personality disorder.~~
70. In order to test the best fit of assumed distribution of scores with the observed data, the appropriate statistical method is
- A) Analysis of variance
  - B) Product moment correlation
  - ~~C) Chi-square test~~
  - D) Regression analysis.

71. The view of conflict proposes that conflict can be positive force in a group and some conflict is absolutely necessary for a group to perform effectively

- A) Traditional  
B) Human relations  
 C) Interactionist  
D) Psychoanalytic.

72. Consider the following statements :

*Assertion (A)* : Stress is the consequence of a person's appraisal process and is determined by the person-environment fit

*Reason (R)* : When the individual perceives that his or her resources will not be sufficient to meet the stressor, he may experience high stress.

Now select your answer according to the coding scheme given below :

- A) Both (A) and (R) are true and (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, but (R) is true.

73. When the number of samples is more than two, but it is neither certain nor decided in advance, the sampling is known as

- A) cluster sampling  
B) stratified sampling  
 C) sequential sampling  
D) systematic sampling.

74. The theoretical basis for the development of Edward's personal preference schedule is the need system proposed by

- A) Alderfer  
B) Maslow  
 C) Murray  
D) McClelland.

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

<b>List I</b>		<b>List II</b>	
a)	Test of homogeneity of variance	1.	Small samples
b)	t-test	2.	Sampling error
c)	Represents within group variance	3.	F-ratio
d)	Mann-Whitney test	4.	Ordinal scale.

Codes :

	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>
A)	1	4	3	2
B)	4	3	1	2
C)	3	4	2	1
<del>D)</del>	3	1	2	4

76. Consider the following statements :

Beck et al stated that cognitive profiles refer to the following aspects in personality disorder :

- I. Beliefs
- II. Attitudes
- III. Affects
- IV. Strategies.

Of these :

- |                              |                                |
|------------------------------|--------------------------------|
| A) I alone is correct        | B) I and II are correct        |
| C) I, II and III are correct | <del>D) all are correct.</del> |

77. Match **List I** correctly with **List II** and select your response according to the coding scheme given below :

<b>List I</b>		<b>List II</b>	
a)	Rogers	1.	Operant conditioning
b)	Allport	2.	Congruence
c)	Cattell	3.	Proprium
d)	Skinner	4.	Dynamic lattice.

Codes :

	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>
A)	4	1	2	3
B)	1	2	3	4
<del>C)</del>	2	3	4	1
D)	3	4	1	2.

78. The technique which exposes a client again and again to the fear arousing stimuli is known as

- |                          |                        |
|--------------------------|------------------------|
| A) desensitization       | <del>B) flooding</del> |
| C) reciprocal inhibition | D) shaping.            |

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

<b>List I</b>		<b>List II</b>	
a)	Obsessive-compulsive personality disorder	1.	Relying excessively on others
b)	Dependent personality disorder	2.	Preoccupation with details
c)	Borderline personality disorder	3.	Deceitful
d)	Antisocial personality disorder	4.	Poor self esteem.

Codes :

	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>
A)	4	3	1	2
B)	3	4	2	1
C)	1	2	3	4
<del>D)</del>	2	1	4	3.



85. Consider the following statements :

*Assertion (A)* : The research hypothesis can take a declarative form

*Reason (R)* : The research hypothesis can take a question form.

Now select your answer according to the coding scheme given below :

- A) Both (A) and (R) are true and (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, but (R) is true.

86. The number of items in the original Minnesota multiphasic personality inventory was

- A) 530
- B) 540
- C) 550
- D) 560.

87. "Children will score high on a reading achievement test after 1st grade than they did prior to 1st grade."

- I. The above need a one-tailed test
- II. The above is directional hypothesis
- III. The above is a null hypothesis
- IV. The above need a two-tailed test.

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.

88. Cognitive distortion

- A) biases the selection and integration of environmental information
- B) diminishes one's intellect
- C) makes one aggressive
- D) refers to biases in attitudes and opinions.



89. Consider the following statements :

*Assertion (A)* : People with obsessive-compulsive personality disorder are characterised by a fixation on things being done the right way.

*Reason (R)* : People with obsessive-compulsive personality disorder show rigidity and stubbornness.

Now select your answer according to the coding scheme given below :

- A) Both (A) and (R) are true and (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, but (R) is true.

90. Sequence the following :

Need, Tension, Energy, Value

Select your response according to the coding scheme given below :

- A) Need, Energy, Value, Tension      B) Need, Tension, Value, Energy  
~~C)~~ Need, Energy, Tension, Value      D) Tension, Need, Energy, Value.

91. To determine the cluster of more internally homogeneous items to serve as new criteria for item analysis the technique used is

- A) Correlation      B) Tetrachoric correlation  
 C) ANOVA      ~~B)~~ Factor analysis.

92. The process of building organizations that ensure the effectiveness of work teams and of their organisations is called

- A) team building      ~~B)~~ team-based work  
 C) team efficacy      D) team process.

93. The best technique for selecting a representative sample is

- A) cluster sampling      B) judgment sampling  
 C) purposive sampling      ~~D)~~ random sampling.

94. Consider the following statements :

- I. Acquired immune deficiency syndrome seems to have begun in Central Africa
- II. AIDS is transmitted through the Human Immunodeficiency Virus (HIV)
- III. A person may test HIV-seropositive ( HIV + ) but be free of AIDS
- IV. Intensive community-based interventions aimed at risk population will be effective.

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. Statistical test of a non-directional hypothesis is

- A) one-tailed hypothesis test
- ~~B) two-tailed hypothesis test~~
- C) chi-square test
- D) Mann-Whitney test.

96. Older adults with transitional developmental concerns get little assistance in which of the following services ?

- A) Senior Centres
- B) Community Social Service agencies
- ~~C) Health clinics~~
- D) Religious organisations.

97. The phenomenon that may operate when subjects are selected on the basis of extremely high or extremely low pre-test scores is called

- A) experimenter bias
- ~~B) statistical regression~~
- C) selection bias
- D) maturation error.

98. Consider the following statements :

- I. RET uses 40 or 50 regular techniques
- II. RET uses irregular techniques like body massage
- III. RET uses imagery
- IV. RET uses relaxation.

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.

99. Probable Error ( PE ) gives misleading result

- A) when there are large pairs of observation  
~~B) when there are small pairs of observation~~  
 C) when correlation coefficient is the same as PE  
 D) when correlation coefficient is small.

100. The test which yields four second-order factors in addition to other factors of personality is

- A) Eysenck Personality Inventory  
 B) Eysenck Personality Questionnaire  
~~C) Sixteen Personality Factor Questionnaire~~  
 D) Maudsley Personality Inventory.

101. The difficulty level in speed tests is

- ~~A) low~~                                      B) moderate  
 C) high                                        D) extreme.

102. When teams have large numbers of people, it increases

- A) cohesiveness                            B) commitment  
 C) mutual accountability                ~~D) social loafing.~~

103. Which teams are groups of employees who perform highly interdependent jobs and take on many responsibilities of their former supervisors ?

- A) Cross-functional teams                      B) Problem-solving teams  
~~C) Self-managed teams~~                      D) Virtual teams.

104. When the interviewers are simply given quotas filled from the different strata, it is called

- ~~A) quota sampling~~                      B) cluster sampling  
 C) judgement sampling                      D) restricted sampling.

105. Simplified representation of reality is

- ~~A) model~~                      B) theory  
 C) concept                      D) idea.

106. Consider the following statements :

*Assertion (A)* : According to Ellis human beings are uniquely irrational as well as rational.

*Reason (R)* : Human beings are biologically predisposed towards irrational thinking.

Now select your answer according to the coding scheme given below :

- A) Both (A) and (R) are true and (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, but (R) is true.

107. To have which sole identity stripped away is terrifying and the counsellor should expect clients cling tenaciously to the identity ?

- A) Assistive                      B) Responsible  
~~C) Addict~~                      D) Self-destructive.

108. Which one of the following is not a primary reinforcer ?

- A) Food                      B) Water  
~~C) Praise~~                      D) Mate.

109. A working proposition is termed
- A) research problem  
 B) hypothesis  
C) research proposal  
D) theory.
110. The main advantage of a case study is
- A) the ease of generalising the results to others  
B) being able to determine cause and effect  
 C) the amount of details it provides about an individual  
D) no statistical analysis will be involved for analysis.
111. The purpose of which test was to identify military recruits who would be likely to break down in combat ?
- A) Army alpha test  
B) Army beta test  
C) Woodworth personal data sheet  
 D) Rorschach ink blot test.
112. The procedure in which the experimenter provides all the information about the study to the participant to avoid confusion is known as
- A) counselling  
 B) debriefing  
C) helper self-sharing  
D) guidance.
113. Individuals who have ..... characteristic learn more than others from training programs.
- A) low cognitive ability  
B) low self-efficacy  
C) low conscientiousness  
 D) internal locus of control.
114. The central limit theorem principle explains
- A) selection of sample  
B) population characteristics  
 C) characteristics of sample means  
D) distribution of scores.
115. The first method used for health behaviour change was
- A) classical conditioning  
B) operand conditioning  
C) modelling  
D) stimulus control.

116. Consider the following statements :

*Assertion (A)* : Anxiety neurotics are generally emotionally hypersensitive to stimuli.

*Reason (R)* : Systematic desensitization reduces the bond between anxiety provoking stimuli and anxiety response.

Now select your answer according to the coding scheme given below :

- A) Both (A) and (R) are true and (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, but (R) is true.

117. Non-probability sampling is otherwise called as

- ~~A) convenience sampling~~                      B) cluster sampling  
 C) systematic sampling                      D) stratified sampling.

118. .... is a form of conditioning in which shock, unpleasant smell, visualization is paired with an undesired behaviour.

- A) Self-reinforcement                      B) Contingency management  
~~C) Aversion therapy~~                      D) Flooding.

119. In alternate or parallel form method the time interval for the administration of the test should be between

- A) one to two weeks                      B) one to three weeks  
 C) two to three weeks                      ~~D) two to four weeks.~~

120. Consider the following statements :

*Assertion (A)* : Ellis was interested in learning therapy.

*Reason (R)* : Ellis applied deconditioning in his therapies.

Now select your answer according to the coding scheme given below :

- ~~A) Both (A) and (R) are true and (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, but (R) is true.

121. The results of the MMPI are considered invalid if the scores of the individual are high on the

- A) MF scale  
 B) Psychasthenia scale  
~~C) F scale~~  
 D) Si scale.

122. Consider the following statements :

*Assertion (A)* : Parents of school bullies are rejecting, authoritarian or permissive about the child's aggression.

*Reason (R)* : Parents of victims of bullies are anxious, overprotective and rejecting of their child.

Now select your answer according to the coding scheme given below :

- A) Both (A) and (R) are true and (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, but (R) is true.

123. Precision can be improved by

- ~~A) increasing the sample size~~  
 B) decreasing the sample size  
 C) increasing the error variance  
 D) increasing the sampling error.

124. Autogenic relaxation technique was developed by

- A) Jacobson  
 B) Patanjali  
~~C) Schultz~~  
 D) Lazans.

125. A multiple regression involves prediction of

- A) predictor variables  
~~B) criterion variables~~  
 C) extraneous variables  
 D) dependent variables.

126. Which personality assessment tools are easy to score and can be evaluated for reliability and validity ?

- A) Checklists  
 B) Interview schedules  
~~C) Inventories~~  
 D) Projective techniques.

127. What kind of question allows the respondent to answer freely in their own words ?

- A) Closed  ~~B) Open end~~  
C) Semi-structured  D) Vague.

128. In selection process which tests yield validity superior to other tests ?

- A) Aptitude tests  B) Interest tests   
C) Personality tests  ~~D) Work sample tests.~~

129. The technique which reduces heart rate, skin conductance, muscle tension, B.P., Inflammatory process, lipid level nursery utilisation, self- report of anxiety and tension is

- ~~A) relaxation training therapy~~  B) image therapy   
C) cognitive behavioural therapy  D) eclectic therapy.

130. A categorical variable is one

- A) that varies in amount   
~~B) that varies in kind~~   
C) that falls along a continuum   
D) that falls into separate bins.

131. Independent variable that the researcher does not manipulate is called

- A) dependent variable  ~~B) attribute variable~~   
C) confounded variable  D) categorical variable.

132. Delinquency can be viewed in terms of

- A) mental illness  B) societal ignorance   
~~C) inadequate learning~~  D) clinical problems.



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

<b>List I</b>		<b>List II</b>	
a)	Chi-square test	1.	Factor analysis
b)	Mann-Whitney test	2.	$k$ -samples test
c)	Eigenvalue	3.	two samples test
d)	Kruskal-Wallis test	4.	one sample test.

Codes :

	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>
A)	1	3	4	2
<del>B)</del>	4	3	1	2
C)	2	4	3	1
D)	3	2	1	4.

134. Too much work on frequent frustration at work can lead to a syndrome of physical and emotional exhaustion. This syndrome is called

- |                        |                      |
|------------------------|----------------------|
| <del>A)</del> Burnout  | B) Workaholicism     |
| C) Exhaustive syndrome | D) Extreme syndrome. |

135. Consider the following statements :

*Assertion (A)* : Type A individuals show polyphasic behaviour.

*Reason (R)* : Type A individuals tend to do two or more things at the same time.

Now select your answer according to the coding scheme given below :

- |   |
|---|
| <del>A)</del> Both (A) and (R) are true and (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, but (R) is true.   |

136. In an experimental study, the procedure in which both the experimental assistants and participants are kept unaware of, which participants get which treatment is known as

- A) Placebo control ~~B) Double-blind control~~  
 C) Extraneous control D) Treatment control.

137. Defective measuring device is that when the device is constantly in

- A) progress B) random  
~~C) error~~ D) speed.

138. Relaxation is a state of condition which is opposite to the state of

- A) attention ~~B) tension~~  
 C) sensation D) perception.

139. Consider the following statements :

*Assertion (A)* : Biserial may be used with continuous variables which have been grouped into two categories.

*Reason (R)* : Phi coefficient is most useful in item analysis when we want to know the item-item correlation.

Now select your answer according to the coding scheme given below :

- A) Both (A) and (R) are true and (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, but (R) is true.

140. Counsellors use which of the following instruments to identify developmental aspects of the client ?

- A) Rathus assertiveness scale  
~~B) Vineland social maturity scale~~  
 C) Spielberger's anger scale  
 D) Spielberger's state-trait anxiety scale.

141. Consider the following statements :

When giving a speech both students and teachers should try to

- I. Connect with the audience
- II. Use correct grammar
- III. Organize the speech into introduction, main body and conclusion
- IV. Focus on the topic throughout the speech.

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.~~

142. When a trained observer watches a child interact with classmates it is called observation in a/an

- A) experimental situation
- B) artificial setting
- C) laboratory setting
- ~~D) natural setting.~~

143. Select the one that is correctly matched :

- ~~A) Sign test~~ — Non-parametric test
- B) Mean — Measure of dispersion
- C) Median — Parametric test
- D) Regression — Central tendency.

144. The number of stages involved in GAS is

- A) two
- ~~B) three~~
- C) four
- D) five.

145. The process of coming to view one's thoughts objectively is

- ~~A) distancing and decentering~~
- B) authenticating conclusion
- C) recognising maladaptive ideation
- D) filling in the blank.

146. Different dimensions of a dependent variable are

- I. Latency, topography, force and locus
- II. Duration, latency, topography and focus
- III. Frequency, rate, latency and force
- IV. Level, latency, force and locus.

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.

147. Deciding the technique to be used in selecting the items of the sample is

- A) device
- B) sampling procedure
- C) sampling error
- D) sampling bias.

148. The name for a geometric figure used as the object of focus during meditation is

- A) Mantra
- B) Mandala
- C) Koans
- D) Nadam.

149. Experimenter bias can be controlled by or reduced by

- A) randomization
- B) double-blind method
- C) single-blind method
- D) experimental repetition.

150. Match the following :

In regression

- A) If the line slopes right upward : Ratio of variation in unity
- B) If the line slopes left downward : - ve correlation
- C) If the line makes an angle of 45 degrees at both vertical and horizontal base : + ve correlation
- D) If the line makes an angle of less than 45 degrees : proportionate variation in the 2 series.

151. Which of the following standardizes meaning within an experiment, by defining a concept in terms of specific operations or procedures used to measure it ?

- A) Standardisation                                  B) Experimentation  
C) Conceptual definition                         ~~D) Operational definition.~~

152. Which of the following does not measure trait anxiety ?

- A) State trait anxiety inventory  
B) Manifest anxiety scale  
C) S-R inventory of general trait anxiousness  
~~D) Affective adjective check list.~~

153. Which one of the following is a requirement for a Psychological test ?

- A) Lengthy items                                  B) Short statements  
~~C) Standardization~~                                 D) Lack of objectivity.

154. Consider the following statements :

*Assertion (A) :* Non-parametric tests cannot be used to analyse quantitative variables measured on an interval scale.

*Reason (R) :* When a tie occurs in rank scores, the tied scores are discarded.

Now select your answer according to the coding scheme given below :

- A) Both (A) and (R) are true and (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, but (R) is true.

155. A two-dimensional diagnostic model was given by

- A) Pepinsky    B) Bryne  
C) Bordin     ~~D) Robinson.~~

156. The perception that one has little control over events that affect one's life is termed as

- A) Internal locus of control                         ~~B) External locus of control~~  
C) Loss of control     D) Perceptual error.

157. Consider the following statements :

*Assertion (A)* : Rather than pass judgments on student's behaviour, asking students to evaluate their own behaviour is effective in making them responsible

*Reason (R)* : Asking students to evaluate their behaviour in relation to rules set gives the student a chance to defend their actions.

Now select your answer according to the coding scheme given below :

- A) Both (A) and (R) are true and (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, but (R) is true.

158. Consider the following statements :

Non-parametric tests are used

- I. Where  $N$  is quite small ( i.e.  $N = 5$  or  $6$  )
- II. When normality of distribution of scores in the population is doubtful
- III. When measurement of data is available in the form of ordinal scale
- IV. When measurement of data is available in the form of nominal scale.

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.

159. Consider the following statements :

The State-Trait Anxiety Inventory ( STAI ) can be used to measure anxiety in

- I. high school students
- II. neuropsychiatric population
- III. college students
- IV. medical and surgical patients.

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. The cognitive perspective focuses on which process ?

- A) Attending and thinking
- B) Thinking and remembering
- C) Attending, thinking & remembering
- D) None of these mentioned but only emotions.

161. When a research design is characterised by the lack of a control group and failure to provide an equivalence of a control group, it is called

- A) experimental design
- B) least adequate design
- C) quasi-experimental design
- D) factorial design.

162. Maladjustment at behavioural level is attributed to

- A) faulty learning
- B) slow learning
- C) quick learning
- D) incorrect learning.

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

<b>List I</b>	<b>List II</b>
a) Eupsychia	1. Self actualization
b) Theory Z	2. Neurnberger
c) Freedom from stress a holistic approach	3. Directive approach
d) Frederick Thorne	4. Maslow.

Codes :

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

164. Pseudostressors are also called as

- A) Sympathomimetics                      B) Hypoglycemictics  
 C) Semantics                                      D) Hyperthominics.

165. Consider the following statements :

When setting rules for students, a teacher must keep in mind the following :

- I. Rules should be reasonable and necessary  
 II. Rules should be specific and clear  
 III. Rules for classroom behaviour must be consistent with school rules  
 IV. Rules should be liked by all students.

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.

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

<b>List I</b>	<b>List II</b>
a) Perfect linear relationships	1. Linear model
b) Co-efficient of determination	2. Criterion variable
c) $y = \alpha + \beta x + E$	3. Science
d) Variable Y	4. $r^2$

Codes.:

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



167. Consider the following statements :

*Assertion (A)* : Measures of well-being show good internal reliability.

*Reason (R)* : Measures of well-being are negatively correlated with symptoms of mental illness.

Now select your answer according to the coding scheme given below :

- A) Both (A) and (R) are true and (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, but (R) is true.

168. According to which perspective, the behaviour of a person is driven or motivated, by powerful inner forces ?

- A) Behaviouristic
- B) Humanistic
- ~~C) Psychodynamic~~
- D) Cognitive.

169. When the number of items is certain in the universe, it is

- A) complete
- ~~B) finite~~
- C) incomplete
- D) infinite.

170. Auto-suggestion should be given when the subject is in a

- A) hypnotic state
- ~~B) relaxed state~~
- C) trance
- D) unconscious state.

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

<b>List I</b>	<b>List II</b>
a) Chemical method	1. Incongruent between real and ideal self
b) D-Motives	2. Aversion therapy
c) Creative people	3. Maslow's hierarchy
d) Carl Rogen	4. Self actualization.

Codes :

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

172. Which of the following is not the advantage of autogenic relaxation ?

- |   |                          |
|---|--------------------------|
| A) Feeling relaxed                                    | B) Heightened immunity   |
| <input checked="" type="radio"/> C) Increased fatigue | D) Improved self-esteem. |

173. Titchener's method for examining the elements of conscious mental life was called as

- |               |   |
|---------------|---|
| A) Hypnosis   | <input checked="" type="radio"/> B) Introspection |
| C) Case-study | D) Cognitive appraisal.                           |

174. Consider the following statements :

Experience sampling methods measure

- I. What people are doing and feeling while events occur
- II. Events and feeling about them shortly after the event has occurred
- III. Events or activities and feelings about them a few days after the event has occurred
- IV. Events and feelings about them as recalled a few years later.

Of the statements :

- |                              |  |
|------------------------------|--|
| A) I alone is correct        | <input checked="" type="radio"/> B) I and II are correct |
| C) I, II and III are correct | D) all are correct.                                      |

175. Consider the following statements :

*Assertion (A)* : Median provides a technique for comparing the basic tendencies of two independent samples.

*Reason (R)* : Median test can be used when 't' test's purpose are not fulfilled.

Now select your answer according to the coding scheme given below :

- A) Both (A) and (R) are true and (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, but (R) is true.

176. Consider the following statements :

*Assertion (A)* : Students in permissive classrooms tend to have inadequate academic skills and poor self-control.

*Reason (R)* : Permissive classrooms provide student's autonomy.

Now select your answer according to the coding scheme given below :

- A) Both (A) and (R) are true and (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, but (R) is true.

177. Which is the seat of emotions ?

- A) Reticular activating system
- B) Pons
- C) Gray matter
- ~~D)~~ Limbic system.

178. The reports of observations about the behaviour of organisms and the conditions under which the behaviour occurs are known as

- A) observational reports
- ~~B)~~ behavioural data
- C) introspection
- D) base-line data.

179. A complete enumeration of all items in the population is known as

- ~~A)~~ census inquiry
- B) census
- C) sampling unit
- D) size of sample.

180. Consider the following statements :

When setting rules for classroom behaviour, the teacher needs to

- I. state rules and expectations clearly
- II. be willing to enforce the rules consistently
- III. make exceptions and give privileges to some students
- IV. handle discipline problems the same way as his predecessor.

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.

181. Gradual method of removing fearful association is called

- A) relaxation
- B) image therapy
- ~~C) desensitization~~
- ~~D) transcendental meditation.~~

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

List I	List II
a) Dreams are the royal road to unconscious	1. Enacting behavioural problems
b) Experimental evidence on desensitization	2. Ellis
c) Behavioural rehearsal	3. Freud
d) Cognitive labelling	4. Eysenck.

Codes :

	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>
A)	4	3	2	1
<del>B)</del>	3	4	1	2
C)	1	3	4	2
D)	2	4	1	2.

183. Which type of psychologist uses knowledge of biology, learning, motivation and personality ?

- A) Clinical psychologist                      ~~B) Community psychologist~~  
C) Experimental psychologist                D) Applied psychologist.

184. Consider the following statements :

According to the Big Five Personality model individuals high in neuroticism

- I. feel tense/anxious, moody
- II. feel emotionally reactive, self-conscious
- III. are calm
- IV. feel secure.

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.

185. Consider the following statements :

Usage of parametric tests include

- I. Population must be of normal distribution
- II. Variables must have been measured in interval or ratio scale
- III. Observation must be independent
- IV. The population must have some variance.

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.~~

186. Consider the following statements :

*Assertion (A)* : Ex-post-facto research is systematic, empirical inquiry in which the scientist does not have direct control of independent variables, because their manifestations have already occurred or they are not manipulable.

*Reason (R)* : In ex-post-facto research, inferences about relations among variables are made, without direct intervention, from concomitant variation of independent and dependent variables.

Now select your answer according to the coding scheme given below :

- A) Both (A) and (R) are true and (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, but (R) is true.

187. Consider the following statements :

*Assertion (A)* : RET is less effective with individuals having character disorders & psychotics.

*Reason (R)* : RET is not effective with younger and brighter clients.

Now select your answer according to the coding scheme given below :

- A) Both (A) and (R) are true and (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, but (R) is true.

188. Select the one that is correctly matched :

- A) Consumer imagery — Product positioning
- B) Perceived price — Perceived quality
- C) Manufacturer's image — Perceived risk
- D) Risk reduction strategy — Time risk.

189. Which of the following is incorrectly matched ?

- A) Decision making — Need recognition  
~~B) Prepurchase search — Marketing mix~~  
 C) Personality — Low risk perceiver  
 D) Product factor — High price.

190. The tendency of people to see their worlds as comprehensible, manageable and meaningful is termed as

- A) Hardiness ~~B) Sense of coherence~~  
 C) Resilience D) Control.

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

<b>List I</b>	<b>List II</b>
a) Social action theory	1. Ajzen and Fishbein
b) Conflict theory	2. Perceived susceptibility
c) Theory of reasoned action	3. Action states
d) Health belief model	4. Hypervigilance and vigilance.

Codes :

	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>
A) 2 3 4 1				
B) 1 3 2 4				
C) 4 1 2 3				
<del>D) 3 4 1 2.</del>				

192. Consider the following statements :

*Assertion (A)* : Market segmentation is now widely used by manufacturers, retailers and the non-profit sector.

*Reason (R)* : Segmentation strategies benefit both marketers and consumers.

Now select your answer according to the coding scheme given below :

- A) Both (A) and (R) are true and (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, but (R) is true.





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

<b>List I</b>		<b>List II</b>	
a)	Projective techniques	1.	Consumer needs
b)	Personal consumer	2.	Process stage
c)	Decision making	3.	Ultimate consumer
d)	Social responsibility	4.	Organizational effectiveness.

Codes :

	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>
A)	1	4	3	2
B)	3	2	1	4
<del>C)</del>	1	3	2	4
D)	2	1	4	3.

197. Consider the following statements :

**Assertion (A)** : Screening is a procedure whereby those sections of the population who are at risk of developing a disease are examined to see whether they have any early indications of the disease.

**Reason (R)** : The rationale behind this strategy is that the earlier disease is identified and treated the less likely it is to develop into its full blown form.

Now select your answer according to the coding scheme given below :

- A) Both (A) and (R) are true and (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, but (R) is true.

198. Consider the following statements :

- I. Health promotion is any activity that protects or improves health status
- II. The objective is to prolong life and improve quality of life
- III. Health promotion reduces the effects of impaired physical/mental health in affected individuals
- IV. Health promotion includes environmental and behavioural interventions.

Of the statements :

- |                              |                                |
|------------------------------|--------------------------------|
| A) I alone is correct        | B) I and II are correct        |
| C) I, II and III are correct | <del>D) all are correct.</del> |

199. Select the one that is incorrectly matched :

- |                           |   |                       |
|---------------------------|---|-----------------------|
| A) Emotional arousal      | — | Day dreaming          |
| B) Need hierarchy         | — | Market segmentation   |
| C) Consumer ethnocentrism | — | Foreign made products |
| <del>D) Visualizers</del> | — | Sensation seeking.    |

200. Select the one that is incorrectly matched :

- |                                  |   |                  |
|----------------------------------|---|------------------|
| A) Mode                          | — | Central tendency |
| B) Regression equation           | — | Standard error   |
| C) Analysis of variance          | — | Sum of squares   |
| <del>D) Quartile deviation</del> | — | Variance.        |

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