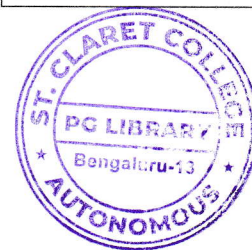


St. Claret College

Autonomous, Bengaluru



PG END SEMESTER EXAMINATION-JUNE/JULY 2026

M.Sc. PSYCHOLOGY SEMESTER IV

MPYDSTC 4325: TRAINING AND CONSUMER BEHAVIOR

TIME: 3 hours.

MAX. MARKS: 70

This paper contains TWO printed pages and THREE parts

Instructions:

1. Verify and ensure that the question paper is completely printed.
2. Any discrepancies or questions about the exam paper must be reported to the COE within 1 hour after the examination.
3. Students must check the course title and course code before answering the questions.

PART-A

Answer FOUR questions out of SIX. Each answer carries FIVE marks.

[5x4 = 20]

1. Briefly discuss the significance of the human relations movement.
2. Evaluate the usefulness of 360-degree feedback as a performance appraisal method.
3. Delineate the determinants of the ideal work environment.
4. Give a brief overview of the consumer research process.
5. Critically examine any two personality traits which indicate consumer innovativeness and thus help in understanding consumer behaviour.
6. Briefly outline the various kinds of accidents that can occur in the workplace.

PART-B

Answer any TWO questions out of THREE. Each answer carries TEN marks.

[10x2=20]

7. Compare and contrast ISO and Six Sigma as methods of performance appraisal.
8. Explain the person-environment fit theory and its significance in the work environment.
9. Describe any four behavioural issues that can arise in a workplace.

PART-C

Answer any TWO questions out of THREE. Each answer carries FIFTEEN marks

[15X2=30]

10. Examine systems approach to training with special reference to the ADDIE model.
11. Read the case vignette and answer the questions that follow:

Case Vignette

A large retail company wanted to identify employees who were suitable for promotion to managerial positions. As part of the selection and training process, shortlisted employees attended a four-day programme at a specialized centre. During the programme, participants completed multiple exercises such as leaderless group discussions, in-basket exercises, role plays, and case analyses related to workplace situations. Trained assessors observed employees throughout the programme and rated their leadership, communication, decision-making, and interpersonal skills. At the end of the programme, each participant received structured feedback on their strengths and areas for development.

The Human Resources department stated that the programme helped them systematically evaluate managerial potential before promotions were made.

Questions:

- (a) Identify the most appropriate training method reflected in the case and justify your answer using relevant details from the vignette. **(5 marks)**
 - (b) Differentiate the identified training method from any two other training methods. **(8 marks)**
 - (c) Explain one advantage and one limitation of the training method used in the case. **(2 marks)**
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12. Explain the physical and psychosocial work environment factors that impact an employee's work performance.
