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**6671**

**Register Number:**

Name of the Candidate:

**M.H.R.M. DEGREE EXAMINATION, 2010**

(FIRST YEAR)

(PAPER-V)

**150. SOCIETY AND BEHAVIOURAL MANAGEMENT**

December

Time: 3 Hours

Maximum: 100 Marks

**SECTION-B**

**(5×5 =25)**

***Answer any FIVE questions***

***All questions carry equal marks***

1. Explain the characteristics of interpersonal response traits.
2. What are the problems in the measurement of attitudes?
3. Bring out the reliability and validity of attitude scale.
4. How do group beliefs influence attitude development?
5. Illustrate the multi determination of attitude change with an example.
6. Explain the importance and influence of language in culture.
7. Relate the personality and political attitudes with suitable illustrations.
8. What is attitude persistence? Explain the characteristics of attitude persistence.

**SECTION-B****(6×12½ =75)****Answer ALL questions****All questions carry equal marks**

9. a) Explain the process of ascertaining interpersonal response traits.  
(OR)  
b) What are the causes of frustration? How does frustration affect the interpersonal response traits?
10. a) Describe the various components of attitudes.  
(OR)  
b) Analyse the consonance characteristic of the attitude cluster.
11. a) List the different scaling methods in attitude scaling. Explain them with suitable illustrations.  
(OR)  
b) Discuss the functional characteristics of religion in the formation of attitude.
12. a) What are group values and group influences? How do they affect attitude formation?  
(OR)  
b) Bring out the meaning of ethnocentrism. How does it affect personality and attitude?
13. a) What is attitude modifiability? Describe the role of modifiability in personality and group affiliations.  
(OR)  
b) Elucidate the importance of situation factors and its role in changing attitude.
14. a) What are the functions of meaning? Explain the process of the measurement of meaning.  
(OR)  
b) Analyse the importance of language and cognition in communication process.

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