

Veer Narmad South Gujarat University, Surat
M.A. (Psychology)(Semester- I)
Paper- CCT-01
THEORY AND SYSTEMS OF PSYCHOLOGY - I
(To come in force from June, 2010)

University Exam	: 70 Marks
Internal Exam	: 30 Marks

	100 Marks

Objective: The objective of this course is to apprise the students with various theories and systems of psychology and to provide the theoretical base of psychology.

Unit – I

1. Indian Psychology:
 - i. Nature and Control of Mind.
 - ii. Nature, type and conditions of Perception.
 - iii. Classification, nature and theory of dream.
 - iv. Nature, causes and theory of memory.

2. Asian Psychology:
 - i. Oriental approach
 - ii. Differences between Eastern and Western Approaches
 - iii. Yoga and Behaviour modification

3. Structuralism and Functionalism:
 - i. Introduction of Structuralism
 - ii. Forerunners of Titchener's structuralism
 - iii. Nature of Psychology
 - iv. Systems of Structuralism
 - v. Criticism of structuralism
 - vi. Value of structuralism
 - vii. Introduction of Functionalism
 - viii. Factors role playing in Functionalism
 - ix. William James
 - x. Granville Stanley Hall
 - xi. James Makkeen Cattell
 - xii. James Rowland Angell
 - xiii. Harvey A. Car
 - xiv. Criticism of functionalism
 - xv. Evaluation of functionalism

4. Associationism
 - i. Introduction of Associationism
 - ii. Old Associationism
 - iii. Associationism as a system
 - iv. New associationism
 - v. Value and Contribution of Associationism

Unit-II

5. Psychoanalysis:
 - i. Introduction
 - ii. Postulates of Psychoanalysis
 - iii. The Unconscious
 - iv. Theory of instincts
 - v. Theory of Psychosexual development
 - vi. Theory of Personality
 - vii. Defense Mechanisms
 - viii. Psychoanalysis and Society
 - ix. Criticism and Evolution of Psychoanalysis concepts

6. Analytical and Individual Psychologist
 - i. Carl Gustav Jung
 - ii. Alfred Adler

7. New Theories in Psychoanalysis:
 - i. Introduction
 - ii. Otto Rank
 - iii. Sandor Ferenczi
 - iv. Melanic Klein
 - v. Frenz Alexander
 - vi. Psychoanalysis and the study of Culture
 - vii. Psychoanalysis and Experimental Psychology.

8. The Sociological Approach of Psychoanalysis:
 - i. Karen Horney
 - ii. Erich Fromm
 - iii. Harry Stack Sullivan

Basic Books:

1. Walman B.B. , 'Contemporary Theories and Systems in Psychology', New York, Harper, 1960.
2. Marx M.H. & Hillix W.H., "System and theory of Psychology", NewYork , McGrow Hill (1963)
3. Marx M.H., "Theories in Contemporary Psychology" New Macmillan (1964)

Veer Narmad South Gujarat University, Surat
M.A. Psychology (Semester- I)
Paper- CCT-02
Experimental Designs in Psychology and Psychological Statistics-I

(To come in force from June, 2010)

University Exam : 70 Marks
Internal Exam : 30 Marks

100 Marks

Objective: This course aims at familiarizing students with various designs of experiments along with statistical procedures.

UNIT – 1(Experimental Designs)

1. Experimental Design:
Purpose, characteristics, Importance, Advantages and Disadvantages of Experimental Designs.
2. Randomized Post Test only Control: Group Design; Randomized matched post test only control group design, Pretest – Post test control – Group Design.
3. Randomized one-way ANOVA design, Randomized blocked one-way ANOVA design, Randomized-Factorial Design.

UNIT-2 (Psychological Statistics)

4. Normal Probability curve and its characteristics, Important, causes of the fluctuation of Normal Probability curve, Illustrations of principle of probability.
5. Standard score, Tabulating and graphing. Types of Kurtosis, Type of Skewness

Readings:

1. Broota K.D. (1992), Experimental designs in behavioural research, New Delhi, Wiley Eastern.
2. Edwards A.K.(1976), Experimental Designs in Psychological research, New York, Halt.
3. Garret H.E. (1964), Statistical Methods in Psychology And Education, Mumbai.
4. Guilford I.P.(1956), Fundamental statistics in Psychology and Education, New York, McGrawHill.
5. Yagnik, Dhila and Chothani (2005), Shanshodhan Padhdhati, (1st Edition), Akshar Publication, Ahmedabad.
6. Tripathi P.C.(1987), Research Methodology in Social Science, Sultan Chand & Sons, New Delhi.

Veer Narmad South Gujarat University, Surat
M.A. (Psychology)(Semester- I)
Paper-CCT-03
CLINICAL PSYCHOLOGY-I
(To come in force from June, 2010)

Duration: 3 Hours

University Exam : 70 Marks

Internal Exam : 30 Marks

100 Marks

OBJECTIVE :

- This paper focuses on the contribution on different theoretical approaches to psychopathology to the area of clinical and aims.
 - To train students in different approaches to counseling and psychotherapy.
 - To help develop a balanced view of the various therapies and the practical techniques employed
 - To help students familiarize themselves, gain knowledge and work towards developing an integrative perspective.
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UNIT-I

1- Definition of clinical psychology.

2- Historical background of clinical psychology

3- Various approaches to clinical psychology.

- Physiological approaches.

- Psychological approaches.

- Psycho – analytical approaches.

- Behavioristic approaches.

Psychometric approaches.

4- Scope of clinical psychology

Diagnosis –Testing –Therapy –Problems of Rehabilitation –Public Mental Health – Clinical psychology & research.

UNIT-II

5- Clinical Diagnosis :

Nature and varieties of clinical diagnosis.

6- Clinical case study method :

Sources of information of clinical case study.

Nature of information for clinical case study.

Limitations of case study.

7- Clinical observation and rating scale :

Limitations of clinical observation.

Reliability of observation.

Validity of observation.

8– Clinical Interview :

Nature of clinical interview.

Significance of clinical interview.

Varieties of clinical interview.

Requirements of clinical interview.

Informations from clinical interview.

Limitation of clinical interview.

READINGS :

1– Corey G. (1986) Theory and practices of counseling and psychotherapy. Monterey California : Brooks / cole publishing Company.

2– Woolberg, L.R. (1998) The techniques of psychotherapy Barcour Brace : Grune & Stratton.

3– Subdberg, N.D. and Taylor L.E. : Clinical Psychology, London Methuen 1963

4– Holland G.A. : Fundamentals of Psychotherapy, New York, Holt. 1965.

5– Shaffer G.W. and Lazarus, R.S. : Fundamental Concepts of clinical Psychology, New York McGraw – Hill 1952

6– Watson R.I. : The Clinical Method in Psychology, New York Harper 1949 Paperback Education.

7– Kahn, Theodore C. and Giffen, Martin B. : Psychological Techniques in Diagnosis and Evaluation, Oxford, Pergamon, 1960

Veer Narmad South Gujarat University, Surat
M.A. (Psychology)(Semester- I)
Paper-ECT-01 (Elective Course)
Research Methodology – I
(To come in force from June, 2010)

University Exam	: 70 Marks
Internal Exam	: 30 Marks

Total:	100 Marks

OBJECTIVES :

- 1– This course aims at familiarizing students with various steps involved in Research Process.
 - 2– This course deals with various methods that are employed in field settings.
 - 3– This course appraises the students of the methods such as observation, questionnaire Interview and other.
 - 4– This course enables the students to prepare the write–up of the research.
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1– The Research Process :

- Major Steps of Research Process.
- Main Types of Research studies.
 - Pure Research and Applied Research
 - Exploratory and descriptive studies.

2– Selection and formations of Research Problems :

- Sources and Research problems.
- Importance of Past studies.
- Construction of various hypothesis – Good Hypon
- Concept of working Defination
- Method of testing of hypothesis.

3– Research Designs :

- One group pre-test-post test Design
- Equivalent and Non-Equivalent Control group Design
- Time-series and multiple time-series design.

4– Sampling:

- Universe and sample, uses of sampling, sampling process
- Relation between Research study and sampling methods.

5– Some areas of Psychological Research:

- Education, Industries (Organizations), Clinical, Consumer, Social etc.

6– Methods of Data Collection:

- Structured and unstructured observation
- Questionnaires and their construction.
- 7 Interviews, Projectives Methods other methods.

BOOKS:

1. Seltiz, Jehoda, Desutsch, Morton & Cook, Stuary W. 'Research Methods in Social Relation' N.Y. Holt(1959)
2. Jones R.A. (1985) 'Research Methods in the Social and behavioural Sciences'
3. Festluqer L.D. Katz D. (1953) 'Research Methods in the Behavioural Sciencess, New York, Druden Press
4. Vyas K.B., Sheth B.M.V. 'Manovigyan ni shanshodhan Padhdhatio' – Second Edition (1988) , C. Jamanadas ni company, Ahmedabad.
5. Yagnik, Dhila and Chothani (2005) 'Sanshodhan Padhdhati' , Akshar Prakashan, Ahmedabad.

Veer Narmad South Gujarat University, Surat
M.A.-(Psychology) (Semester- I)
Paper-ECT-01 (Elective Course)
Behavioral Psychotherapy and Modification - I
(To come in force from June, 2010)

University Exam : 70 Marks

Internal Exam : 30 Marks

100 Marks

Objective: Make Students familiar with Behavioral Psychotherapy.

Clarify the background of theory of Behavioral Psychotherapy.

To acquire field Training of Behavioral Psychotherapy which is most famous Psychotherapy of modern time

To prepare the students for the therapy of problematic child, patients of normal psychological Problems, psychosis, neurosis, A.D.H.D , mental retardation and dyslexia.

Introduce the students with the practical use of various therapy of Behavioral Psychotherapy

1- Psychotherapy

Background of Psychotherapy, Mining and aims of Psychotherapy, Condition of Psychotherapy, tips of Psychotherapy , usefulness of Psychotherapy.

2- Behavioral psychotherapy

Background ,mining and definition of Behavioral Psychotherapy .concept of Behavioral Psychotherapy .functional or behavioral analysis .

Preparation of Behavioral Psychotherapy .

Fieldwork

In the school of Mental and physical handicap children

Mental hospital and mental ward

BASIC BOOKS :

1- Behaviour Therapy and Beyond : Lazarus, A.A- McGraw –Hill
New York

2-About Behaviourism: B.F.Skinner -Knopf New York

3-Behaviour Therapy Techniques :A.A.Lazarus and Wolpe
–Pergamon. New York

4 -The Practice of Behaviour Therapy Pergamon. New York

M.A.(Psychology) (Semester- I)
Paper-ICT-01 (Inter/Multi Disciplinary Course)
HEALTH PSYCHOLOGY - I
(To come in force from June, 2010)

University Exam : 70 Marks
Internal Exam : 30 Marks

100 Marks

UNIT-I:

What is Health Psychology—Health Psychology as an interdisciplinary field—Relating Health Psychology to other Science fields—Bio-psychosocial Perspective on Health and Illness.

UNIT-II:

PERSONALITY AND DISEASE:

Models of Personality and Disease—the coronary-Prone Personality—The Disease-Prone Personality—Personality and The immune system.

UNIT-III:

Concept of ‘Sthita Prajna’ (Bhagvad Gita), Behavioral Referents of the concept of ‘Anasakti’.

UNIT-IV:

HEALTH PROMOTION AND DISEASE PREVENTION

Behavioral factors in disease prevention namely those involving Tobacco, Alcohol and Illegal drug abuse

Reference Books:

- (1) Friedman, Howard, S. Health Psychology, Prentice Hall, 2002.
- (2) Sarafino, Edward, P. Health Psychology: Biopsychosocial Interactions, John Willy&Sons, Inc., 2002.
- (3) Marks, David, F., Murray, Michael. Evans, Brian., Carla, Willig., Sage Publishing,2001.
- (4) Mishra, G. (Ed.) Psychological Perspective on Stress and Health, Concept Publication, New Delhi, 1999.

Veer Narmad South Gujarat University, Surat
M.A. Psychology(Semester- II)
Paper- CCT-06
Theory and Systems of Psychology-II
(To come in force from June, 2010)

University Exam : 70 Marks
Internal Exam : 30 Marks

100 Marks

Objective: The objective of this course is to apprise the students with various theories and systems of psychology and to provide the theoretical base of psychology.

Unit – I

1. Conditioned Reflexes:
 - i. Introduction
 - ii. Pavlov's Postulates and Principle
 - iii. Conditioning
 - iv. Explanation of Condition
 - v. Criticism and value of Conditioning
 - vi. Vladimir M. Bekhterev
 - vii. Soviet Psychology after Pavlov and Bakhterev

2. Behaviorism:
 - i. Introduction
 - ii. Principles of Watson's Behaviorism
 - iii. Some earlier Behaviorist
 - iv. Karl S. Lashley
 - v. Donald Hebb
 - vi. Criticism of Behaviorism
 - vii. Evaluation of Behaviorism

3. Neo – Behaviorism and Neo-Behaviorists:
 - i. Introduction
 - ii. Edwin Guthrie
 - iii. Burrhus Frederick Skinner
 - iv. Edward Chase Tolman
 - v. Clark Leonard Hull
 - vi. Gregory Razran

4. Purpsivism:
 - i. Introduction
 - ii. William Mcdougall

Unit-II

5. Gestaltism:

- i. Introduction
- ii. Forerunners of Gestaltism
- iii. The meaning of Gestalt
- iv. Methodological bases
- v. Laws of Perceptual Organisation
- vi. Learning through insight
- vii. Criticism of Gestaltism

6. Field Theory:

- i. Introduction
- ii. Scientific nature of field theory.
- iii. Lewin's mathematical concepts and logical constructs.
- iv. Lewin's theory of Behavior.
- v. Studies of group dynamics.
- vi. Lewin's Personality theory.
- vii. Evaluation of field theory.
- viii. Contribution of Lewin's.

7. Organismic and Personalistic Psychology:

- i. Kurt Goldstein
- ii. Jacob Robert Kantor
- iii. Personalistic Psychology
- iv. William Stern
- v. Edouard Spranger
- vi. G.W.Allport

Basic Books:

1. Wolman B.B. 'Contemporary theories and Systems in Psychology. 'New York' Harper (1960).
2. Marx M.H. & Hillix W.H.; 'Systems and theory of Psychology', NewYork, McGraw Hill (1963)
3. Marx M.H. "Theories in contemporary Psychology' , New Macmillan (1964).

Veer Narmad South Gujarat University, Surat
M.A. Psychology (Semester- II)
Paper-CCT-07
Experimental Designs in Psychology and Psychological Statistics-II

(To come in force from June, 2010)

University Exam	: 70 Marks
Internal Exam	: 30 Marks

	100 Marks

Objective: This course aims at familiarizing students with various designs of experiments along with statistical procedures.

Unit -1 (Experimental Designs)

1. Ex-Post Facto Design: Characteristics or nature, Advantages and Limitations, One-group after only design (Ex-Post factor Design)
2. Non-Experimental Research designs. Quasi- Experimental Research Designs. Advantages and Limitations.

Unit-2 (Psychological Statistics)

3. Testing significance of Mean and other statistics:
Null Hypothesis and levels of significance.
Concept of significance of differences between means, level of confidence, Degrees of freedom, setting up confidence – intervals for the population mean.
4. Testing significance between means and between other statistics. χ^2 Test.
5. Analysis of Variance (ANOVA)
Concept of analysis variance.

Readings:

1. Edwards A.K. (1976), Experimental designs in Psychological Research, New York, Holt.
2. Minimum E.W., King B.M., Bear G. (1993) – Statistical reasoning in Psychology and Education, New York, John Wiley.
3. Sigel S., (1994), Non Parametric Statistics, New York, McGraw Hill
4. Yagnik, Dhila, Chothani (2005), Shanshodhan Padhdhati, Akshar Publication, Ahmedabad.

Veer Narmad South Gujarat University, Surat
M.A. (Psychology)(Semester- II)
Paper-CCT-08
CLINICAL PSYCHOLOGY-II
(To come in force from June, 2010)

University Exam : 70 Marks
Internal Exam : 30 Marks

100 Marks

OBJECTIVE :

- This paper focuses on the contribution on different theoretical approaches to psychopathology to the area of clinical and aims.
 - To train students in different approaches to counseling and psychotherapy.
 - To help develop a balanced view of the various therapies and the practical techniques employed
 - To help students familiarize themselves, gain knowledge and work towards developing an integrative perspective.
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UNIT-I

1- Introduction to Psychotherapy :

Training of the clinical therapist, aims of psychotherapy various techniques of psychotherapy.
Factors influencing the effectiveness of psychotherapy.

2- Psychotherapeutic devices :

Catharsis.
Suggestion.
Hypnotism.
Desensitization and Reconditioning.
Explanatory & Interpretive psychoneurolysis.
Bibliotherapy.

3- Psychoanalytic psychotherapy :

Nature of psychotherapysis
Free Association Method
Dream interpretation
Psychotherapeutic procedure of Psychoanalysis
Limitation of psychoanalysis

4- Group Psychotherapy :

psychodrama
Play therapy

Non directive Psychotherapy

Recreation therapy

Role of the clinic

Evolution

UNIT-II

5- Medical Psychotherapy :

Shock Therapy

Insulin Therapy

Psycho surgery

Scope & Limitations of Medical Psychotherapy.

6- Preventive Psychotherapy :

Public mental health

conditions and requirements

Analysis of public mental health

Difficulties

Counseling & Guidance

7- Clinical Psychologist in the clinic

Clinical staff functions of the clinical psychologist

clinical set up

Modern clinical dilemma

READINGS :

1- Corey G. (1986) Theory and practices of counseling and psychotherapy. Monterey California : Brooks / cole publishing Company.

2- Woolberg, L.R. (1998) The techniques of psychotherapy Barcour Brace : Grune & Stratton.

3- Subdberg, N.D. and Taylor L.E. : Clinical Psychology, London Methuen 1963

4- Holland G.A. : Fundamentals of Psychotherapy, New York, Holt. 1965.

5- Shaffer G.W. and Lazarus, R.S. : Fundamental Concepts of clinical Psychology, New York McGraw – Hill 1952

6- Watson R.I. : The Clinical Method in Psychology, New York Harper 1949 Paperback Education.

7- Kahn, Theodore C. and Giffen, Martin B. : Psychological Techniques in Diagnosis and Evaluation, Oxford, Pergamon, 1960

Veer Narmad South Gujarat University, Surat
M.A. (Psychology)(Semester- II)
Paper- ECT-02 (Elective Course)
Research Methodology - II

(To come in force from June, 2010)

University Exam	: 70 Marks
Internal Exam	: 30 Marks

Total:	100 Marks

OBJECTIVES :

- 1– This course aims at familiarizing students with various steps involved in Research Process.
 - 2– This course deals with various methods that are employed in field settings.
 - 3–This course enables the students to prepare the write–up of the research.
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1– Source of Data

- Documentry Sources:

- Public Documents

- Personal Documents – Personal Letter, Diary, Autobiography, Life history etc.

2 – Field Sources and its importance.

- Types of Data

3 – Surveys :

- Sample surveys and Field studies.

- Longitudinal and Cross section Design of field studies.

4 – Experiments in Field setting.

- Meaning , types and advantages – limitation of the Field Experiments.

5 – Data Processing

– Editing, Classification and Tabulation

6 – Analysis and Interpretation of Data.

7 – The Research Report

– Outline of a Research report.

- Guidelines for writing the research Report as per American Psychology Association.

- Criteria used for judging the stability of a report for publication.

BOOKS :

- 1– Scott William A & Werthimar M. (1963) An Introduction of psychological Research N.V. Willey.

- 2- Underwood B.J. Psychological Research N.Y. Appleton century crofiles.
- 3- Yagnik , Dhila and Chothani (2005) ‘ Sanshodhan Padhdhati’ Akshar Prakashan, Ahmedabad.
- 4- Shah Dipika, ‘Shaikshanik Sanshodhan’ (University Granth Nirman Board (206)), Ahmedabad.
- 5- Shah A.G. and Dave J.K., ‘Samajik Sanshodhan Padhdhatio’, Rachana Prakashan (1988-89)

Veer Narmad South Gujarat University, Surat
M.A. (Semester- II)
Psychology Paper- ECT-02 (Elective Course)
Behavioral psychotherapy and Modification - II
(To come in force from June, 2010)

University Exam : 70 Marks
Internal Exam : 30 Marks

100 Marks

Objective: Make Students familiar with Behavioral Psychotherapy.
Clarify the background of theory of Behavioral Psychotherapy.
To acquire field Training of Behavioral Psychotherapy which is most famous
Psychotherapy of modern time
To prepare the students for the therapy of problematic child, patients of normal psychological
Problems, psychosis, neurosis, A.D.H.D , mental retardation and dyslexia.
Introduce with the practical use of various therapy of Behavioral Psychotherapy

1-Background

i. Behavioral Psychotherapies based on classical conditioning

Exposure , systematic Desensitization, Implosive Therapy, Flooding, Exposure
and Response prevention , Aversive Therapy,

ii Behavioral Psychotherapies based on Operant Conditioning

Contingency Management, Token Economy method Response Shaping, Response
Cost Method Modeling Social Skills Training-Assertiveness Training-Social Problem
Solving Training, Biofeedback

2 - Behavior Therapy in Different Disorders

i Background

ii Anxiety Disorders- Panic disorders with or without agoraphobia, Specific Phobia,
Social Phobia ,obsessive compulsive disorder

iii Schizophrenia

iv Childhood disorders-Conduct disorder, Attention-deficit /hyperactivity disorder, Mental
Retardation, Depression

v Sexual Disorder-Sexual desire disorder, Hypoactive sexual desire, Sexual aversion disorder
Sexual arousal disorders (Male and Female),Orgasmic disorders, Premature ejaculation
Sexual pain disorders

Fieldwork

Work with Mental handicap children , Mental hospital and mental ward ,Problematic
Child, case study, Training under psychologist and psychiatrist

BASIC BOOKS :

- 1- Behaviour Therapy and Beyond : Lazarus, A.A- McGraw –Hill
New York
- 2-About Behaviourism: B.F.Skinner -Knopf New York

- 3-Behaviour Therapy Techniques :A.A.Lazarus and Wolpe
-Pergamon. New York
- 4 -The Practice of Behaviour Therapy Pergamon. New York

Veer Narmad South Gujarat University, Surat
M.A. (Psychology) (Semester- II)
Paper- ICT-02 (Inter/Multi Disciplinary Course)
Health Psychology - II
(To come in force from June, 2010)

University Exam : 70 Marks
Internal Exam : 30 Marks

100 Marks

UNIT-I:

LIFE STYLES TO ENHANCE HEALTH AND PREVENT ILLNESS:

Life Styles, Risk factors and Health— The Role of Beliefs and Intentions- Developmental, Gender, and Socio-cultural factors in Health.

UNIT-II:

HEART DISEASE, STROKE : CAUSES, MANAGEMENT AND COPING

Heart Disease : Who is at risk of Heart Disease and why ? Medical Treatment and Rehabilitation of Cardiac Patients, The psychosocial Interventions for Heart Disease.

Stroke: Causes, Effects and Rehabilitation of Stroke.

UNIT-III : CANCER AND AIDS: : CAUSES, MANAGEMENT AND COPING

Cancer: The prevalence and Types of cancer, causes of cancer, Diagnosing and treating cancer, the psychosocial impact of cancer.

AIDS: Risk factors, effects and treatment of AIDS, The psychosocial impact of AIDS, Psychosocial interventions for AIDS.

UNIT-IV: STRESS AND HEALTH:

Stress-its meaning, impact and sources-psychosocial modifiers of stress-how stress affects health.

Basic Books:

- (1) Friedman, Howard, S. Health Psychology, Prentice Hall, 2002.
- (2) Sarafino, Edward, P. Health Psychology: Biopsychosocial Interactions, John Willy&Sons, Inc., 2002.
- (3) Marks, David, F., Murray, Michael. Evans, Brian., Carla, Willig., Sage Publishing,2001.
- (4) Mishra, G. (Ed.) Psychological Perspective on Stress and Health, Concept Publication, New Delhi, 1999.

Veer Narmad South Gujarat University, Surat

M.A. (Psychology)(Semester- III)

Paper-CCT-11

Organizational Behavior -I

(To come in force from June, 2011)

University Exam : 70 Marks

Internal Exam : 30 Marks

100 Marks

Objective:

This course designed for the students of human behavior, aims at understanding the behavior of individual along with other organizational assets.

Students are expected to learn not only the theoretical aspect of the course but also to familiarize themselves with the skills, techniques and their implications.

The course would create an enabling experience in the students to understand the organizational processes and its linkages the social contexts.

UNIT – I

1 Introduction:

1. Definition & meaning of OB,
2. The importance of interpersonal skills
3. What managers do? (managements function, roles & Skills)
4. Disciplines that contribute to the OB field
5. Developing an OB model
6. Identify the challenges & opportunities in OB

2 Foundations of individual behaviour:

1. Ability: intellectual, physical,
2. Biographical characteristics: gender, race, social group, tenure, religion, sexual orientation and gender identity
3. Learning : definition, theories, learning as behaviour shaping tool (A managerial tool)

3 Attitude and job satisfaction:

1. Attitudes: the main components of Attitudes
2. Does behaviour Always follows from attitudes?
3. Major Job attitudes.
4. Job satisfaction: meaning: how satisfied are people in their jobs?
5. Causes of job satisfaction
6. The impact of satisfied and dissatisfied employees on the workplace

4 Personality and Values:

1. Personality: definition, measuring personality, use of assessments in organization, personality determinants

2. Personality: the Myers-Briggs type indicator, the big five personality model
 3. Values: importance of values, terminal versus instrumental values, Generational values.
 4. Values and ethical behavior in Asian Countries (India, China, Thailand)
 5. Linking and individual's personality and values to the workplace.
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UNIT – II

5 Communication:

1. Functions of communication, The communication process,
2. Direction of communication, Interpersonal communication
3. Organizational communication
4. Choice of communication channel
5. Barriers to effective communication
6. Global implications and implications for managers

6 Basic Approaches to leadership and contemporary issues in leadership

1. What is leadership?
2. Theories of leadership: trait, behavioral, contingency, situational leadership, leader-Member Exchange(LMX), Decision theory-Vroom and Yetton's leader-participation model
3. Inspirational Approaches to leadership
4. Authentic leadership : Ethics and trust are the foundation of leadership
5. Contemporary leadership roles
6. Challenges to the leadership Construct, finding and creating effective leaders

7 Power and politics:

1. Definition of power, contrasting leadership and power
2. Bases of Power
3. Dependency: the key to Power
4. Power tactics
5. Politics: Power in action
6. Causes and consequences of political behavior
7. The ethics of Behaving politically

8 Conflict and negotiation:

1. Definition of conflict, transitions in conflict thought
2. Conflict process
3. Negotiation,
4. Global Implications

Basic Books:

1. Organizational behavior by Stephen P. Robbins, Timothy A. Judge, Seema Sanghi. 13th Edition, Pearson Prentice Hall, Delhi
2. Organizational behavior, by John W. and Keith Davis, Tata McGraw –Hill Publishing Comp. Ltd. New Delhi.
3. Organizational Behavior, by Fred Luthans, McGraw-Hill book co. New York
4. Work and organizational behaviour. By John Bratton, Militza Callinan, Carolyn Frorshaw and Peter Sawchuk, Palgrave Macmillan, New Delhi

Veer Narmad South Gujarat University, Surat

M.A. (Psychology)(Semester- III)

Paper- CCT-12

Psychological Assessment - I

(To come in force from June, 2011)

University Exam : 70 Marks

Internal Exam : 30 Marks

100 Marks

Objectives:

- i) To train students in various Psychological Assessment Techniques.
 - ii) To impart skills necessary for selecting and applying different tests for different purposes such as evaluation training, rehabilitation etc.
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UNIT-I

1. Definition of Psychological Tests.
 - i Uses and Types of Psychological Tests
 - ii Characteristics of a good test.
 - iii Precautions to be taken during Psychological test.
2. Principles of Psychological Tests.
 - i Various types of Scale
 - ii Various techniques of Sampling
3. Principles of Psychological test Construction.
 - i Various stages of test construction.
 - ii Types of Norms
4. Reliability and Validity of Test
 - i Concepts of Reliability and Validity
 - ii Various methods of Reliability
 - iii Validity and types of Validity
 - iv Concepts of nature of intelligence

UNIT-II

5. Assessment of Special Abilities
 - i Aptitudes and their assessment
 - ii Multifactor test batteries
 - iii DAT, GATB, FACT
 - iv Creativity

6. Assessment in Educational set-up
 - i Test of educational achievement
 - ii Achievement test and Aptitude test
 - iii Diagnostic Tests and criterion-referenced tests.

 7. Vocational tests and Entrance exam of higher study.
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Readings:

- i) Anastasi A. (1997) Psychological Testing, New York Macmillan Co.
- ii) Ciminear A.R. (Eds.) (1996) Handbook of Behavioural Assessment , New York, John Wiley
- iii) Cronbach L.J. (1997) , Essential of Psychological Testing, 2nd Edition, New York
- iv) Freeman F.S. (1962), Theory and Practice of Psychological Testing, 3rd Edition, New York
- v) Bexdie R.F. (1963), Testing in Guidance and Counselling , New York, MacGrawHill
- vi) Vermon P.E.(1964), Personality Assessment , A critical Survey, London
- vii) Goodenough F.L. (1960), Mental Testing, New York, Holt
- viii) Dr. K.G. Desai (2000), Manovigyanik Mapan, University Granth Nirman Board, Ahmedabad.
- ix) Mahesh Bhargava - Aadhunik Manovigyan Parikshan and Mapan , H. P. Bhargav Book House, Agra.

Veer Narmad South Gujarat University, Surat

M.A. (Psychology)(Semester- III)

Paper-CCT-13

Advanced Social Psychology - I

(To come in force from June, 2011)

University Exam : 70 Marks

Internal Exam : 30 Marks

100 Marks

Objective: The objective of this course is to apprise the students with various theories and systems of psychology and to provide the theoretical base of psychology.

UNIT-I

1. Nature, scope, Methods of social Psychology, Social Psychology as a basic and applied science. Relation to Psychology, sociology and anthropology.
2. Cognition and its Social Implications, stimulus organization, Learning and Part-Whole relations, cognitive change, Social Perception.
3. Motivation, Wants, Goals and their development, effect of satisfaction and frustration of wants, Motives and Self. Major Social wants, Measurement of Wants, Group aspirations, Co-operation and Competition.

UNIT-II

4. Social systems Positions, Roles, Social Class, Caste status, systems, Measurements of social class, Social Mobility.
5. Culture and Personality, national Personality. Characteristics, subcultures, Occupational and Social class. Family, school, Peer Group, Community, Culture change.
6. Group and Organizations, Structure and Functions. Group ideology.

Readings:

1. Krech D, Crutchfield R.S. and Bellachey C.L. (1962) 'Individual in Society', New York, McGrawHill
2. Sargeant and Williamson R.C. (1966), ' Social Psychology', New York, Renali Press

3. Ray Gilbert S.A. (1951), Laboratory Manual for social Psychology , New York, American Book Co.
4. Kuppuswamy B. : (1961), 'An Introduction to Social Psychology' , Bombay, Asia Publication.
5. Dr.B.A. Parikh, Advanced Social Psychology, University Granthnirman Board, Ahmedabad.
6. Berkowitz L. (1964) Advance Experimental Social Psychology, new York, Academic Press
7. Brown Roger (1965) , Social Psychology, New York, Free Press
8. Hollander E.P. an Hunt R.G. (1963) , 'Current Perspectives in Social Psychology' , New York, Oxford
9. Klineberg O. and Christia R. (1964), Perspectives in social Psychology, New York, Holt
10. NewComb T.M., Turner R.J. and Converse P.E. (1965), ' Social Psychology' : 'A Study of Social interaction.' New York, Holt

Veer Narmad South Gujarat University, Surat.

M.A. (Psychology) - Semester-III

Paper-ECT-03 (Elective Course)

Experimental Psychology (Practicals) - I

(To Come in force from 2011)

University Exam : 70 Marks

Internal Exam : 30 Marks

Total: 100 Marks

1. Write up of experiment & performed : 20
 2. Performance : 10
 3. Practical-II (only write up) : 10
 4. Journal : 20
 5. Viva : 10
-

Objectives :

This course enable the students to substantiate the theoretical concepts of various psychological phenomena

through experiments and to prepare the test administration and Interpretation.

No. : 1 : Forgetting of meaningful material indicated by immediate and long term memory (P. 211, Wrs P. 696 14 A 14 B)

No. : 2 : Problem solving (P.237, KB No. 51, P. 114, V. 228 WES, 814)

No. : 3 : to study learning under massed & distributed practice (WRS. 741, UBI P. 330)

No. : 4 : To study relative recall of completed and Uncompleted task. (WRS. 692, P.E. 389)

No. : 5 : Retroactive Inhibition (WRS. 761, U.B.I. 554, P. E. 387)

No. : 6 : Achievement motivation test

No. : 7 : Leadership test

READING :

- 1- Wood worth R.S, and Scholsberg H. Experimental Psychology, New York, (1954)
- 2- Osgood C.E. Method and theory of experimental Psychology New York, Oxford University Press (1953)
- 3- Postman leo and Egan J.D. Experimental psychology an Introduction, New York, Harper (1949)
- 4- Andrews T.G. Methods of Psychology New York, Wiley (1948)
- 5- Munn N.L. Laboratory method in general experimental Psychology New York, Houghton Mifflin (1938)
- 6- Tinker M.A. and Russell W.A. An Introduction to method in Experimental Psychology New York, Appleton century crafts (1938)
- 7- Dashiell J.E. Manual of experimental psychology, New York, Houghton Miffling (1931)
- 8- Bugelski B.R. A first course in experimental psychology New York, Henry Holf (1956)
- 9- Prof. S.C. Kanawala (1995), “Prayogik Manovigyan: Sidhdhanto ane Prayogpothi”, University Granthnirman Board, Ahmedabad.

Veer Narmad South Gujarat University, Surat

M.A. (Psychology)(Semester- III)

Paper-ECT-03 (Elective Course)

Personality Theories - I

(To come in force from June, 2011)

University Exam : 70 Marks

Internal Exam : 30 Marks

100 Marks

Objective: The objective of this course is to apprise the students with various theories and systems of psychology and to provide the theoretical base of psychology.

UNIT – 1

1. Background of Personality theories.
2. Psychoanalytic theory of Personality – Sigmund Freud
3. Personality theory of ‘Carl Jung’.
4. Personality theory of Individual Psychology – Alfred Adler.

UNIT-II

5. Organismic theory of Personality: Kurt Goldstain
6. Maslow’s theory Personality
7. Trait theory of Personality : Gorden Allport
8. Personality theory of Kurt Lewin
9. New direction of Personality Psychology.

Readings:

1. Liebert R.M. & Spiegler M.D., ‘Personality : Strategies and issues’ . Pacific Grove California Brooks / Cole Publishing Company
2. Biscoff L.J. (1970); Interpreting personality Theories. NewYork, Harper & Roe
3. Hall C.S. & Lindzey G., (1978) , Theories of Personality, 3rd Edition NewYork, J. Wiley & Sons.
4. Hjelle L.A. & Zeigler D.J. (1991), “ Personality Theories : Basic Assumptions, Research & Publications. “; 2nd Edition, International Student Edition, McGrawHill, International Book Co.
5. Pervin L.A. (1975), “ Personality Theory, Assessment and Research” . 2nd Edition, NewYork, Wiley International Edition.

Veer Narmad South Gujarat University, Surat

M.A. (Psychology)

SEMESTER – III

Paper- (ICT-03)

Consumer Psychology

(In force from-June : 2010-11)

University Marks: 70 Marks

Internal : 30 Marks

Total Marks: 100 Marks

1. Introduction-definition, field, development and uses of the Consumer Psychology
2. Methods of study-survey, questionnaire, interview, methods of examine effectiveness of advertisement, mechanical tools, product testing method, motivation research methods
3. Advertisement and measurement of effects of advertisement programme
 - meaning and importance of advertisement
 - methods of measurement of effectiveness of advertisement
 - suggestion in advertisement
 - motivation in advertisement
 - application in advertisement
 - factors of attention & memory in advertisement
 - Importance of
4. Consumer behaviour and learning process
 - meaning of learning, theories of learning process
5. Perception-integration in perception, stimulation threshold,
 - personal factors in perception, perceptual mapping
 - perceived risk and related factors, attribution process

Reference Books:

i) The Psychology of Consumer Behavior.

Author: Brian Mullen , Craig Johnson , Publisher: Lawrence Erlbaum Associates.

ii) Values, Lifestyles and Psychographics.

Authors: Lynn R. Kahle , Larry Chiagouris ,Publisher: Lawrence Erlbaum Associates.

iii) Selling to a Segmented Market: The Lifestyle Approach.

Author: Chester A. Swenson

Publisher: Quorum Books. Place of Publication: New York.

iv) Advertising Exposure, Memory and Choice.

Authors: Andrew A. Mitchell .

Publisher: Lawrence Erlbaum Associates.

Place of Publication: Hillsdale, NJ. Publication Year: 1993.

v) Attention, Attitude and Affect in Response to Advertising.

Authors: Eddie M. Clark , Timothy C. Brock , David W. Stewart.

Publisher: Lawrence Erlbaum Associates.

Veer Narmad South Gujarat University, Surat

M.A. Psychology(Semester- IV)

Paper- CCT-16

Organizational Behavior-II

(To come in force from June, 2011)

University Exam : 70 Marks

Internal Exam : 30 Marks

100 Marks

Objective: The objective of this course is to apprise the students with various theories and systems of psychology and to provide the theoretical base of psychology.

UNIT – I

1 Perception and individual decision Making:

1. Perception : meaning, factors that influence perception,
2. Person perception: Making judgments about others
3. The link between perception and individual decision making
4. Decision making in organizations
5. Influences on decision making: individual differences and organizational constraints
6. Ethics in decision making

2 Motivation: concepts and from concepts to applications:

1. Defining motivation, early theories of motivation, and Contemporary theories of motivation.
2. Motivational theories Implications for Managers
3. Motivation by job Design: the job characteristics Model
4. Jobs redesign: Job rotation, Job enlargement Job enrichment
5. Alternative Work arrangements: flextime, Job sharing, telecommuting,
6. Ability and opportunity
7. Employee involvement
8. Using rewards to Motivate employees (piece rate pay, merit based pay, bonuses, skill-based pay, profit-sharing plans, gain-sharing, Employees stock ownership plans, Evaluation of variable pay, flexible benefits, Intrinsic rewards)

3 Emotions and Moods:

1. What are Emotion and moods?
2. Emotional labor
3. Affective Events theory
4. Emotional intelligence
5. OB Applications of Emotions and moods

4 Foundations of group behaviour & Understanding Work teams

1. Defining and classifying groups
 2. Stages of group development
 3. Group Properties: roles, norms, status, size, and cohesiveness
 4. Group decision Making
 5. Why have team become so popular? Differences between Groups and teams
 6. Type of teams
 7. Turning individuals into team players, team building and team based work.
-

UNIT – II

1 Foundations of Organization structure:

1. What is organizational structure?
2. Common organizational Designs
3. New design options
4. Why do structures differ?
5. Organizational designs and employee behaviour
6. Global implications

2 organizational culture:

1. Institutionalization: a forerunner of culture
2. What is organizational culture?
3. What do cultures do?
4. Creating and sustaining culture
5. How employees learn culture
6. Creating an ethical organizational culture
7. Creating a positive Organizational culture
8. Spirituality and organizational culture

3 Human resource policies and practices:

1. Selection practices
2. Training and development programs
3. Performance evaluation
4. Managing diversity in organizations
5. Outsourcing: challenges for HR

4 Organizational change and Stress Management:

1. Forces for change
2. Planned change
3. Resistance to change
4. Approaches to managing organizational change
5. Creating a culture for change
6. Organizational change in Indian business
7. Work stress and its management

Basic Books:

1. Organizational behavior by Stephen P. Robbins, Timothy A. Judge, Seema Sanghi. 13th Edition, Pearson Prentice Hall, Delhi
2. Organizational behavior, by John W. and Keith Davis, Tata McGraw –Hill Publishing Comp. Ltd. New Delhi.
3. Organizational Behavior, by Fred Luthans, McGraw-Hill book co. New York
4. Work and organizational behaviour. By John Bratton, Militza Callinan, Carolyn Frorshaw and Peter Sawchuk, Palgrave Macmillan, New Delhi

Veer Narmad South Gujarat University, Surat

M.A. Psychology(Semester- IV)

Paper- CCT-17

Psychological Assessment-II

(To come in force from June, 2011)

University Exam : 70 Marks

Internal Exam : 30 Marks

100 Marks

Objective: 1. To train Students in various Psychological assessment techniques.

2. To import skills necessary for selecting and applying different tests for different purposes such as evaluation training , rehabilitation ec.

UNIT-I

1. Assessment of General Abilities:

- The Binet Scales
- Stanford Binet Scales
- Binet Scales adoption in India
- The Wechsler Scales
- WAIS, WISC, WPPSI
- Clinical use of Stanford Binet and Wechsler Scales

2. Group Scales of intelligence

- Need of group Scale
- Types of group les
- Main group intelligene scales

3. Specific types of Scales

- Individual Performance tests.
- Pintner-Paterson scale
- Drever-Collins Scale
- Bhatia Performance Scales

- Tests for physical disable people
- Scale for Infants and Preschool children.

UNIT-II

4. Assessment of Interest

- Measurement of Interest.
- Types of interests.
- Strong-Campbell Interest inventory (SCII)
- Kuder-Preference Records
- Interest Inventory

5. Assessment of Attitudes and Opinion

- Definition – Uses
- Method of Attitude measurement
- Thurstone Method
- Likert Method
- Measurement of Values.

6. Assessment of Personality

- Self-Report inventories
- Projective Techniques
- Rorschach Ink block test
- Thematic Apperception test
- Rosenweig Picture Frustration Study
- Psycho drama – Interview – Rating Scale
- Evaluation of Projective technique

Readings:

- i) Anastasi A. (1997) Psychological Testing, New York Macmillan Co.
- ii) Cimineor A.R. (Eds.) (1996) Handbook of Behavioural Assessment , New York, John Wiley
- iii) Cronbach L.J. (1997) , Essential of Psychological Testing, 2nd Edition, New York
- iv) Freeman F.S. (1962), Theory and Practice of Psychological Testing, 3rd Edition, New York

- v) Bexdie R.F. (1963), Testing in Guidance and Counselling , New York, MacGrawHill
- vi) Vermon P.E.(1964), Personality Assessment , A critical Survey, London
- vii) Goodenough F.L. (1960), Mental Testing, New York, Holt
- viii) Dr. K.G. Desai (2000), Manovigyanik Mapan, University Granth Nirman Board, Ahmedabad.
- ix) Mahesh Bhargava - Aadhunik Manovigyan Parikshan and Mapan , H. P. Bhargav Book House, Agra.

Veer Narmad South Gujarat University, Surat

M.A. (Psychology)(Semester- IV)

Paper-CCT-18

Advanced Social Psychology - II

(To come in force from June, 2011)

University Exam : 70 Marks

Internal Exam : 30 Marks

100 Marks

Objective: The objective of this course is to apprise the students with various theories and systems of psychology and to provide the theoretical base of psychology.

UNIT- I

1. Interpersonal response traits characteristics, Interaction with Cognition and watns.
2. Attitudes: Nature, Characteristics, Methods of Attitudes measurement, Problems in Measuring attitudes, Formation of Attitudes, Changing Attitudes.
3. Public Opinion and its determinants.
4. Social Prejudice, Stereotypes, Relation to Motivation values, Ego and self, social Psychology in international relations.

UNIT – II

5. Leadership : Nature, Characteristics and types of leadership, Functions of leaders, Leader-follower relations.
6. Effective Group : Structural Characteristics, interactions of members, group Productivity, group cohesiveness.
7. Individual in the group, Role behavior and Personality, group Pressure and Conformity.

Readings:

1. Krech D, Crutchfield R.S. and Bellachey C.L. (1962) 'Individual in Society', New York, McGrawHill
2. Sargeant and Williamson R.C. (1966), ' Social Psychology', New York, Renali Press

3. Ray Gilbert S.A. (1951), Laboratory Manual for social Psychology , New York, American Book Co.
4. Kuppuswamy B. : (1961), 'An Introduction to Social Psychology' , Bombay, Asia Publication.
5. Dr.B.A. Parikh, Advanced Social Psychology, University Granthnirman Board, Ahmedabad.
6. Berkowitz L. (1964) Advance Experimental Social Psychology, new York, Academic Press
7. Brown Roger (1965) , Social Psychology, New York, Free Press
8. Hollander E.P. an Hunt R.G. (1963) , 'Current Perspectives in Social Psychology' , New York, Oxford
9. Klineberg O. and Christia R. (1964), Perspectives in social Psychology, New York, Holt
10. NewComb T.M., Turner R.J. and Converse P.E. (1965), ' Social Psychology' : 'A Study of Social interaction.' New York, Holt

Veer Narmad South Gujarat University, Surat.

M.A. (Psychology) - Semester-IV

Paper-ECT-04 (Elective Course)

Experimental Psychology (Practicals) - II

(To Come in force from June, 2011)

University Exam : 70 Marks

Internal Exam : 30 Marks

Total: 100 Marks

1. Write up of experiment & performed : 20

2. Performance : 10

3. Practical-II (only write up) : 10

4. Journal : 20

5. Viva : 10

Objectives :

This course enable the students to substantiate the theoretical concepts of various psychological phenomena

Through experiments and to prepare the test administration and Interpretation.

1 : Bilateral Transfer (WRS. 741, U.B.I. 380, P.E. 440, M.NL. 343)

2 : to study the influences of repetition of task of memory. (W.R.S 707)

3 : Habit Interference (WRS. 763, MNL. 43)

4 : Accuracy and Reliability of report (VCN. 216, KP. 36)

5 : Serial position effect on verbal learning (WRS. 708)

6 : Adjustment Inventory

7 : Depression Scale

READING :

1- Wood worth R.S, and Scholsberg H. Experimental Psychology, New York, (1954)

2- Osgood C.E. Method and theory of experimental Psychology New York, Oxford University Press (1953)

- 3- Postman leo and Egan J.D. Experimental psychology an Introduction, New York, Harper (1949)
- 4- Andrews T.G. Methods of Psychology New York, Wiley (1948)
- 5- Munn N.L. Laboratory method in general experimental Psychology New York, Houghton Mifflin (1938)
- 6- Tinker M.A. and Russell W.A. An Introduction to method in Experimental Psychology New York, Appleton century crafts (1938)
- 7- Dashiell J.E. Manual of experimental psychology, New York, Houghton Mifflin (1931)
- 8- Bugelski B.R. A first course in experimental psychology New York, Henry Holf (1956)
- 9- Prof. S.C. Kanawala (1995), “Prayogik Manovigyan: Sidhdhanto ane Prayogpothi”, University Granthnirman Board, Ahmedabad.

Veer Narmad South Gujarat University, Surat

M.A. (Psychology)(Semester- IV)

Paper-ECT-04 (Elective Course)

Personality Theories - II

(To come in force from June, 2011)

University Exam : 70 Marks

Internal Exam : 30 Marks

100 Marks

Objective: The objective of this course is to apprise the students with various theories and systems of psychology and to provide the theoretical base of psychology.

UNIT – 1

1. Personality Theory of Sullivan.
2. Personality theory of Karen Horney
3. Psycho-Social Personality theory of Eric Erikson.
4. Personality theory of Henry Murray.
5. A phenomenological theory of Personality, Carl Rajers.

UNIT – 2

6. Personality Theory of Eysenk
 7. Personality theory of R.B.Cattell.
 8. A social learning theory of Personality, Albert Bandura.
 9. A Cognitive theory of Personality, George Kelly.
-

Readings:

1. Liebert R.M. & Spiegler M.D., Personality : Strategies and issues, Pacific Grow, California . Brooks/Cole Publishing Company.
2. Biscoff L.J. (1970) Interpreting Personality theories, New York, Harper & Roe.
3. Hall C.S. & Lindzey G. (1978), Theories of Personality, 3rd Edition, New York, J. Wiley & Sons.

4. Hjelle L.A. & Zeigler D.J. (1991), Personality theories: Basic assumptions, Research and applications, 2nd Edition, international Student Edition, McGraw Hill, International Book Co.
5. Pervin L.A. (1975), Personality Theory, Assessment and Research, 2nd Edition, New York, Wiley International Edition.
6. Sahakian N.S. (1965) , Psychology of Personality Readings in theory, Chicago, Rand Mc-Nally College Publication Co.
7. Dr.Kusumben K. Bhatt (1996), ‘Vyaktitva na Sidhdhanto’, University Granthnirman Board, Ahmedabad.
8. Aaradhana Shukla (1997), “Vyaktitva Sanpratyay Nirdharak ane Sidhdhant”, Radha Publication, New Delhi-110002

Veer Narmad South Gujarat University, Surat

M.A. (Psychology)

SEMESTER – IV

Paper- ICT-04

Consumer Psychology

(In force from-June : 2010-11)

University Marks: 70 Marks

Internal : 30 Marks

Total Marks: 100

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1. Motivation-meaning and types, frustration and defense mechanism
-multiplicity of needs, arousal of motives, hierarchy of needs
 2. Personality-meaning, theories, Personality and market segmentation
 3. Attitude and attitude change-definition , factors of attitude
-development of attitude, function of attitude, attitude change

-application of attitude researches in marketing
 4. Group and group effects

-definition, formation, function and types of group

-conformity to the group, family and marketing

-reference group, types, affecting factors on reference group influence
 5. Culture and class-culture and its effects on consumer behaviour

-social class and affecting factors, social class and consumer behaviour

Reference Books:

i) The Psychology of Consumer Behavior.

Author: Brian Mullen , Craig Johnson , Publisher: Lawrence Erlbaum Associates.

ii) Values, Lifestyles and Psychographics.

Authors: Lynn R. Kahle , Larry Chiagouris ,Publisher: Lawrence Erlbaum Associates.

iii) Selling to a Segmented Market: The Lifestyle Approach.

Author: Chester A. Swenson

Publisher: Quorum Books. Place of Publication: New York.

iv) Advertising Exposure, Memory and Choice.

Authors: Andrew A. Mitchell .

Publisher: Lawrence Erlbaum Associates.

Place of Publication: Hillsdale, NJ. Publication Year: 1993.

v) Attention, Attitude and Affect in Response to Advertising.

Authors: Eddie M. Clark , Timothy C. Brock , David W. Stewart.

Publisher: Lawrence Erlbaum Associates.