

UNIT-I

- Maslow model of personality.
- Rogers model of personality
- Field Experiment, Survey Method, Observation Method-merits & demerits.

UNIT-II

- Colour vision theory of Helmholtz & Herring
- Rosenberg theory of Attitude - Festinger theory of Attitude.

UNIT-III

- Neural base of attention and concentration - Neural base of Learning and memory.
- Meaning and type of Statistics, Scope of Statistics.

UNIT-IV

- Personality theories - Erickson, Bandura & Lewin
- Research Tools - Field Studies, Laboratory experiment method, Ex-post facto-research.

UNIT-V

- Learning Theories - Tolman, Guthrie, Gestalt
- Social Attitude- Theories-Katz & Kelman

UNIT-VI

- Methods of Investigation - Halstead and Reitan Method, Luria - Nebreska method.
- Introduction - Level of Measurement, Population and Parameter

UNIT-VII

- Anxiety Disorder - Phobia-Type and causes of Phobia, Panic disorder-symptoms and causes of panic disorder.
- Cultural and Organization - Work Value, managerial techniques, organizational culture.

UNIT-VIII

- Bipolar Disorder - Nature and types of Bipolar Disorder, Etiology of Bipolar Disorder
- Culture and Cognition - Cultural influence on memory and problem solving behaviour.

UNIT-IX

- Attribution - Nature and principles, Theories-Kelley, Jones & Devis.
- Sampling - Source of error in sampling, probability sampling, Random & stratified sampling.

UNIT-X

- Spearman's theory of intelligence - Guilford theory of intelligence
- Pavlov and Skinner theory of Learning.

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