

### **B.A. CHOICE BASED CREDIT SYSTEM (CBCS)**

### Credit and Semester System Syllabus

#### NAME OF THE SUBJECT: **PSYCHOLOGY**

# SEMESTER: 5<sup>th</sup>

SR. NO.	PAPER NO	NAME OF THE PAPER	TOTAL MARKS EXT+INT=TOTAL	PASSING STANDARD EXT+INT=TOTAL	TOTAL TEACHING HOURS	CREDITS
1	Psy - CC - 504	Advanced General Psychology	70 + 30 = 100	28 + 12 = 40	15 Weeks x 3 Hours $=$ 45	03
2	Psy - CC - 505	Research Methodology	70 + 30 = 100	28 + 12 = 40	15 Weeks x 3 Hours $=$ 45	03
3	Psy - CC - 506	Practical in psychology – 1	Ext = 100	Ext = 40	15 Weeks x 3 Hours $=$ 45	03
4	Psy - CC - 507	Health Psychology (Optional)	70 + 30 = 100	28 + 12 = 40	15 Weeks x 3 Hours $=$ 45	03
5	Psy - CC - 507	Abnormal Psychology (Optional)	70 + 30 = 100	28 + 12 = 40	15 Weeks x 3 Hours $=$ 45	03
6	Psy - CC - 508	Counselling Psychology (Optional)	70 + 30 = 100	28 + 12 = 40	15 Weeks x 3 Hours $=$ 45	03
7	Psy - CC - 508	Theories of Personality (Optional)	70 + 30 = 100	28 + 12 = 40	15 Weeks x 3 Hours $=$ 45	03
8	Psy - CC - 509	Industrial Psychology (Optional)	70 + 30 = 100	28 + 12 = 40	15 Weeks x 3 Hours $=$ 45	03
9	Psy - CC -509	Organizational Behaviour (Optional)	70 + 30 = 100	28 + 12 = 40	15 Weeks x 3 Hours $=$ 45	03

#### Marks distribution of Internal Evaluation

:

Test ٠

15 Marks (long question 10 mark, short question 05 marks)

- Assignment/Presentation: ٠
- Seminar/Attendance: •

05 marks 30 marks

10 marks



# MAHARAJA KRISHNAKUMARSINHJI BHAVNAGAR UNIVERSITY

(With effect from Academic Year 2019-20)

# **B.A. CHOICE BASED CREDIT SYSTEM (CBCS)**

### Credit and Semester System Syllabus

#### NAME OF THE SUBJECT: **PSYCHOLOGY**

### SEMESTER: 6<sup>th</sup>

SR. NO.	PAPER NO	NAME of THE PAPER	TOTAL MARKS EXT+INT=TOTAL	PASSING STANDARD EXT+INT=TOTAL	TOTAL TEACHING HOURS	CREDITS
1	Psy - CC - 604	Psychopathology	70 + 30 = 100	28 + 12 = 40	15 Weeks x 3 Hours $=$ 45	03
2	Psy - CC -605	Statistics in Psychology	70 + 30 = 100	28 + 12 = 40	15 Weeks x 3 Hours $=$ 45	03
3	Psy - CC -606	Practical in Psychology – 2	Ext = 100	Ext = 40	15 Weeks x 3 Hours $=$ 45	03
4	Psy - CC -607	Psychology of sex and Married Life (Optional)	70 + 30 = 100	28 + 12 = 40	15 Weeks x 3 Hours = 45	03
5	Psy - CC -607	Cultural Psychology (Optional)	70 + 30 = 100	28 + 12 = 40	15 Weeks x 3 Hours $=$ 45	03
6	Psy - CC -608	Environmental Psychology (Optional)	70 + 30 = 100	28 + 12 = 40	15 Weeks x 3 Hours = 45	03
7	Psy - CC -608	Sports Psychology (Optional)	70 + 30 = 100	28 + 12 = 40	15 Weeks x 3 Hours $=$ 45	03
8	Psy - CC -609	Psychological Essay (Optional)	70 + 30 = 100	28 + 12 = 40	15 Weeks x 3 Hours $=$ 45	03
9	Psy - CC -609	Consumer Psychology (Optional)	70 + 30 = 100	28 + 12 = 40	15 Weeks x 3 Hours $=$ 45	03

### Marks distribution of Internal Evaluation

:

• Test

٠

- 15 Marks (long question 10 mark, short question 05 marks) Assignment/Presentation: 10 marks
- Seminar/Attendance: 05 marks ٠
  - 30 marks



# **B.A.** (PSYCHOLOGY) Advanced General Psychology Semester – <u>5<sup>th</sup></u> Credit: 03

Syllabus for - <u>UG B. A. Programmes</u> Course – <u>CBCS</u>

Course No - <u>Psy.- CC - 504</u> Semester - <u>5</u><sup>th</sup>

Type of Course - Psy. - CC - 504

Marking Scheme : External Examination :  $\underline{70}$  + Internal Exam :  $\underline{30}$ 

Week – 15 Total Hours - 45

**<u>Objective:</u>** To acquaint Students with the Key Concepts, methods, Subject Metter and Application Psychology along with the advancement Psychology.

UNIT	DETAILED SYLLABUS	TEACHING HOURS	MARKS / WEIGHT
	Introduction of Advanced General Psychology:		
	1.1. Definition of Advance General Psychology	12	
Unit – I	1.2. Nature of Advance General Psychology		18
	1.3. Aims and Utility of Advance General Psychology		
	1.4. Various Fields of Psychology		
	1.5. Definition of Thinking		
	Visual and Hearing Sensation:		
	2.1 Definition of Sensation	11	18
Unit – II	2.2 Structure of Eye and Ear		
Umi – 11	2.3 Theories of Colour Vision		
	2.4 Theories of Hearing		
	2.5 Process of Thinking		
	Consciousness:		
	3.1 What is Consciousness?		
TI:*4 TTT	3.2 Stags of Sleep	11	17
Unit – III	3.4 Why Comes Dreams?	11	17
	3.4 Hypnotism		
	3.5 Factors in Thinking		
	Emotion:		
	4.1 Role of Autonomic Nervous System		
	4.2 Theories of Emotion	11	17
Unit – IV	4.3 Emotions and Motivated Behaviour	11	17
	4.4 Polygraph and Lie-Detector		
	4.5 Concept Formation Meaning and Measurement		

**Reference / Text – Books / Additional Reading:** 

 ઉચ્ચતર સામાન્ય મનોવિજ્ઞાન લેખકઃ પ્રિ.ડો.કે.બી.વ્યાસ, પ્રા.ભરતકુમાર બી.ગાંધીલ, પ્રા. રજનીકાન્ત એલ.પટેલ, પ્રા.બાલમુકું એમ.શેઠ, પ્રા.દીપક આર.શાહ, સી.જમનાદાસ એન્ડ ફાં., અમદાવાદ

 પ્રગત સામાન્ય મનોવિજ્ઞાન–પ્રા.શશીકાન્ત ડી.પાઠક, પ્રિ.ડો.ભાલચંદ્વ એચ.જોશી, પ્રા. ડો. બી. એમ. કોન્ટ્રાકટર, સી.જમનાદાસ ની કંપની., અમદાવાદ

3. An Introduction to Psychology: Morgan, C.T. & King R. A.(1971), Bombay. Tata McGraHill

4. Parikh, B.A. (1994). 1<sup>st</sup> Ed. "Advanced General Psychology", University Book Production, Ahmedabad, Page. No. 1, 69, 96, 164, 221, 349.



# **B.A.** (PSYCHOLOGY) Research Methodology Semester $-\underline{5}^{\text{th}}$ Credit: 03

Syllabus for - UG B. A. Programmes Course - CBCS

Course No - <u>Psy.- CC - 505</u> Semester - <u>5th</u>

Type of Course - Psy. - CC - 505

Marking Scheme : External Examination :  $\underline{70}$  + Internal Exam :  $\underline{30}$ 

Week – 15 Total Hours - 45

**Objective:** (1) To acquaint Students With the Psychological methods for data collection. (2) To provide an overview of scientific approaches to psychological research in items of sampling techniques scientific method.

UNIT	DETAILED SYLLABUS	TEACHING HOURS	MARKS / WEIGHT
Unit – I	Research Process:1.1. Meaning of Research1.2. Function of Research1.3. Difference between Commonsense and Research1.4. Main Steps of Research Process1.5. Meaning of Survey	12	18
Unit – II	Selection and Formulation of Research Problem:2.1. Selection of Research Subject2.2. Formation of Research Problem2.3. Sources of Hypothesis2.4. Types of Hypothesis2.5. Aims of Survey	11	18
Unit – III	Principles of Sampling :3.1 Population or Universe3.2 Meaning of Sample3.3 Probability Sampling3.4 Non Probability Sampling3.5 Subject Matter of Survey	11	17
Unit – IV	Questionnaire Method:4.1. Meaning of Questionnaire.4.2. General Principles to Questionnaire Structure.4.3. Subject Matter of Questions in Questionnaire4.4. Word Structure of Questions in Questionnaire4.5. Main Planning Problems of Survey	11	17

#### **Reference / Text – Books / Additional Reading:**

- 1. Desai. A.N. (1997), 3<sup>rd</sup> Ed., "*Research Methods in social Sciences*", University Book Production Board, Ahmedabad, Page No.141.
- 2. Desai, Y.K. and other author, (1995), 1<sup>st</sup> Ed., "*Methodology of Psychology and Statistics*", Part-1, Popular Publishing, Surat, Page No.19, 121, 143, 174, 208.
- 3. Malak,M.R.and other authors, (2007-8), 2<sup>nd</sup> Ed., "*Research Methods in Psychology*", C. Jamnadas Co. Ahmedabad, Page No.13, 25, 48, 86, 101.



**B.A.** (PSYCHOLOGY) Practical in Psychology - 1 Semester  $-\underline{5}^{\text{th}}$  Credit: 03

Syllabus for - UG B. A. ProgrammesCourse – CBCSCourse No – Psy.- CC - 506Semester –  $5^{th}$ Type of Course - Psy. - CC - 506Week – 15Total Hours - 45

Marks: Semester End Examination: = 100

**Objective:** To Provide training to the students in conducting experiments and administration.

(1) Students will have to prepare their Practical journals as a part of Laboratory work and they will have to submit certified journals in the University practical exam. (2) Students shall not be allowed without certified journals in the University practical examination

Marks distribution for practical examination:

1.	Journal	=	20
2.	Performance	=	25
3.	Reporting	=	40 (Report $1^{st} = 25$ and Report $2^{nd} = 15$ )
4.	Viva	=	
	Total Marks	=	100

Any Six Practical from the Following Practices:

- (1) Suggestion by progressive weight method
- (2) Measurement of optical illusion in Muller liar figure
- (3) Mirror tracing
- (4) Fluctuation of attention
- (5) Whole v/s part method of learning
- (6) Effect of Incant on learning
- (7) Concept formation

Each batch consists of 20: 10 students + 10 subjects Practical General Instructions for whole class (Credits -03) 5 Hours for each Practical: 5 x 6 for each batch. 06 Hours + <u>30</u> Hours 36 Hours

#### **Reference / Text –Books / Additional Reading:**

- 1. Bhopatkar, C.T. (1972), 1<sup>st</sup> Ed., "*Experimental Psychology*", Gujarat University, Ahmedabad, Page No. 529, 547, 556, 579, 586, 590, 621.
- 2. Kanawala, S.C. (1979), 5<sup>th</sup> Ed., "*Experimental Psychology: Theory & Manual*", University Book Production Board, Ahmedabad, Page No.110, 122, 137, 149, 191, 227.
- 3. Maleek, M.R. and other Authors, (2004), 11<sup>th</sup> Ed., "*Psychology Experiments and Statistics*", Part 1, C. Jamnadas Co. Ahmedabad, Page No.5, 17, 23, 34, 50



**B.A.** (PSYCHOLOGY) Health Psychology (Optional) Semester – <u>5<sup>th</sup></u> Credit: 03

Syllabus for - <u>UG B. A. Programmes</u> Course – <u>CBCS</u>

Course No – <u>Psy.- CC - 507</u> Semester –  $5^{th}$ 

Type of Course - Psy. - CC - 507

Marking Scheme : External Examination :  $\underline{70}$  + Internal Exam :  $\underline{30}$ 

Week – 15 Total Hours - 45

**Objective:** (1) Introduction to the concept and models of health in the social – cultural contexts and the scope of health psychology. (2) Introduction to the health damaging and health – promoting life styles. (3) Introducing stress phenomenon with health related consequence and its management.

UNIT	DETAILED SYLLABUS	TEACHING	MARKS /
		HOURS	WEIGHT
Unit – I	Introduction to Health Psychology:		
	1.1. Definition of Health Psychology		
	1.2. Why is the field of Health psychology needed?		
	1.2.1 Changing Patterns of Illness	12	18
	1.2.2 Impact of Epidemiology		
	1.3. The Biopsychosocial Model in Health psychology.		
	1.4. Disorders of the Cardiovascular		
Unit – II	Patient – Provider Relations:		
	2.1What is a Health Care Provider?		
	2.2Nature of Patient – Provider Communication.		
	2.2.1 Patient Consumerism	11	18
	2.2.2 Structure of the Health Care Delivery System		
	2.3 What is a Placebo?		
	2.4.Disorders of the Respiratory System		
Unit – III	Heart Disease, Stroke and Diabetes		
	3.1. What is C.H.D.?, Personality and Heart Disease		
	3.2.Management of Heart Disease	11	17
	3.3.Consequences of Stroke	11	17
	3.4. Problems of Self-Management of Diabetes		
	3.5.Hepatitis		
Unit – IV	Management of Chronic Illness.		
	4.1 Quality of life		
	4.2 Emotional Responses to Chronic Illness		
	4.1.1 Denial	11	17
	4.1.2 Depression		
	4.3 Psychological Interventions and Chronic Illness		
	4.5 Disorders of the Renal System		
		•	

**Reference / Text – Books / Additional Reading** 

- 1. Shah, A.S. (2012), 2<sup>nd</sup> Ed., "*Health Psychology*", Pashv Publication, Ahmedabad, Page No.15, 41, 156, 189,215.
- 2. Shelley. E.T. (2009), 4<sup>th</sup> Ed., "*Health Psychology*", Mc.Grow. Hill, New Delhi.
- 3. Mathur S.S. and Mathur A. (2005), 2<sup>nd</sup> Ed., "*Health Psychology*", "*Health Psychology*", Vinod Pustak Mandir, Agra, Page No. 1, 13, 20, 62, 83.



# **B.A.** (PSYCHOLOGY) Abnormal Psychology (Optional) Semester $-\frac{5^{\text{th}}}{5^{\text{th}}}$ Credit: 03

Syllabus for - <u>UG B. A. Programmes</u> Course – <u>CBCS</u>

Course No – <u>Psy.- CC - 507</u> Semester –  $5^{\text{th}}$ 

Type of Course - Psy. - CC - 507

Marking Scheme : External Examination :  $\underline{70}$  + Internal Exam :  $\underline{30}$ 

Week – 15 Total Hours - 45

**Objective:** (1) To acquaint Students with the basic concepts of abnormal psychology (2) To Provide Students a Perspective abnormal behaviour

UNIT	DETAILED SYLLABUS	TEACHING	MARKS /
UNII	DETAILED STELADUS	HOURS	WEIGHT
Unit – I	Introduction of Abnormal Psychology: 1.1. Definition of Abnormal Psychology 1.2. Nature of Abnormal Psychology 1.3. Scope of Abnormal Psychology 1.4. Criteria for Abnormal Behaviour 1.5. Effect of Brain frquma & Cerebral neoplasm	12	18
Unit – II	Schizophrenia:         2.1. Syndromes of Schizophrenia         2.2. Diagnostic Criteria         2.3. Clinical types of Schizophrenia         2.4. Causes of Schizophrenia         2.5. Epidemic Encephalitis	11	18
Unit – III	Affective Psychosis:3.1 Manic psychosis3.2 Depressive Psychosis3.3 Causes of Manic and Depressive psychosis3.4 Treatment of Manic and Depressive psychosis3.5 General Paresis	11	17
Unit – IV	Psychosomatic Disorders:4.1 Respiratory Disorders4.2 Gastrointestinal Disorders4.3Cardiovascular Disorders4.4Dermatological Disorders4.5 Juvenile Paresis	11	17

#### **Reference / Text – Books / Additional Reading:**

1. Dave C.B. and Co authors, (1995),1<sup>st</sup> Ed., "*Abnormal Psychology*", C. Jamnadas Co., Ahmedabad, Page No. 1, 103, 145, 168.

2. Kapil H.K., (1988), 2<sup>nd</sup> Ed., "*Abnormal Psychology*", Har pasad bhargav, Agra, Page No.1, 425, 443, 477, 494

3. Patel M. (1989), 3<sup>rd</sup> Ed., "*Abnormal Psychology*", University book production board, Ahmedabad, Page No.1, 324, 399, 428, 464.



# B.A.(PSYCHOLOGY) Counselling Psychology (Optional) Semester - 5th Credit: 03

Syllabus for - <u>UG B. A. Programmes</u> Course – <u>CBCS</u>

Course No - <u>Psy.- CC - 508</u> Semester - <u>5</u><sup>th</sup>

Type of Course - Psy. - CC - 508

Marking Scheme : External Examination :  $\underline{70}$  + Internal Exam :  $\underline{30}$ 

Week – 15 Total Hours - 45

**Objective:** (1) To Provide Students a perspective on Counselling Psychology (2) To Familiars the Students to the theory method of Counselling Psychology

UNIT DETAILED S	LLABUS	TEACHING	MARKS /
		HOURS	WEIGHT
Introduction to Counselling Psych	ology:		
1.1. What is Counselling?		12	18
<b>Unit</b> – I 1.2. Definition of Counselling			
1.3. What Counselling is not?		12	10
1.4. Characteristics of Counselling			
1.5. Meaning of Counselling Process			
Counsellors Selection and Ethics:			
2.1 Problems of Counsellors Selecti	on	11	18
Unit – II 2.2 Characteristics of a Successful C	ounsellor		
2.3 Meaning of Ethics			
2.4 The Ethics for the Profession of	Counsellor.		
2.5 Phases of Counselling Process			
Counselling Relationship and Cou	selling Interview:		17
3.1 Meaning of Counselling Relation	ship		
3.2. Dimensions of Counselling Rela	ionship		
Unit – III 3.3. Meaning of Counselling Intervie	W	11	
3.4. Aims and Merits of Counsellin	g Interview		
3.5. Variable Influencing Counsellin	Process		
Counselling Techniques:			
4.1 Meaning of Counselling Techniq	ie		
<b>Unit</b> – <b>IV</b> 4.2 Opening Technique		11	17
4.3 Acceptance Technique			
4.4 Clarification Technique			

**Reference / Text – Books / Additional Reading:** 

1 Dave C.B. and Co. authors, (1996), 4<sup>th</sup> Ed., "*Counselling Psychology*", Viral Publishing, Ahmedabad, Page No.1, 38, 57, 77, 109.

2 Maleek M.R. and Co. authors, (2008-9), 3<sup>rd</sup> Ed., "*Counselling Psychology*", C. Jamnadas Co., Ahmedabad, Page No.1, 50, 89, 110, 123, 152.

3 Patel S.T. (2001), 3<sup>rd</sup> Ed., "*Counselling Psychology*", University book production board, Ahmedabad, Page No.1, 145, 181, 237, 276, 302, 357.



# **B.A.**(PSYCHOLOGY) Theories of Personality (Optional) Semester $-\underline{5^{th}}$ Credit: 03

Syllabus for - <u>UG B. A. Programmes</u> Course – <u>CBCS</u>

Course No - <u>Psy.- CC - 508</u> Semester - <u>5</u><sup>th</sup>

Type of Course - Psy. - CC - 508

Marking Scheme : External Examination :  $\underline{70}$  + Internal Exam :  $\underline{30}$ 

Week – 15 Total Hours - 45

**<u>Objective:</u>** This course helps the students to understand the diverse psychological strategies to Anal yes personality

DETAILED SVLLABUS	TEACHING	MARKS /
DETAILED STELABUS	HOURS	WEIGHT
Introduction of Personality:		
1.1. Definition of Personality		
1.2. Nature of Personality	12	18
1.3. Development of Personality		
1.4. Effective Factors on Development Personality		
Freud's Theory of Personality:		
2.1 Elements of Personality		
2.2 Nature of Personality Development	11	18
2.3 Stages of Personality Development		
2.4 Effecting Factors of Personality Nature		
Jung's Theory of Personality:		
3.1 Basic Concept of Jung's Theory of Personality		
3.2 Introversion and Extroversion	11	17
3.3 Archetypes, Anti-Social Behaviour		
3.4 Word Association Test		
Adler's & Maslow's Theory of Personality:		
4.1. Basic Concepts of Adler's Theory Personality		
4.2. Explain the various Personality processes of give us by Adler	11	17
4.3. Basic Concepts of Maslow's Theory of Personality		
4.4. Characteristics of Self-Esteem Persons		
	<ul> <li>1.1. Definition of Personality</li> <li>1.2. Nature of Personality</li> <li>1.3. Development of Personality</li> <li>1.4. Effective Factors on Development Personality</li> <li>Freud's Theory of Personality:</li> <li>2.1 Elements of Personality Development</li> <li>2.2 Nature of Personality Development</li> <li>2.3 Stages of Personality Development</li> <li>2.4 Effecting Factors of Personality Nature</li> <li>Jung's Theory of Personality:</li> <li>3.1 Basic Concept of Jung's Theory of Personality</li> <li>3.2 Introversion and Extroversion</li> <li>3.3 Archetypes, Anti-Social Behaviour</li> <li>3.4 Word Association Test</li> <li>Adler's &amp; Maslow's Theory of Personality:</li> <li>4.1. Basic Concepts of Adler's Theory Personality</li> <li>4.2. Explain the various Personality processes of give us by Adler</li> <li>4.3. Basic Concepts of Maslow's Theory of Personality</li> </ul>	DETAILED SYLLABUSHOURSIntroduction of Personality:11.1. Definition of Personality121.2. Nature of Personality121.3. Development of Personality121.4. Effective Factors on Development Personality12Freud's Theory of Personality:2.1 Elements of Personality Development112.3 Stages of Personality Development112.4 Effecting Factors of Personality:113.1 Basic Concept of Jung's Theory of Personality113.2 Introversion and Extroversion113.3 Archetypes, Anti-Social Behaviour113.4 Word Association Test114.1. Basic Concepts of Adler's Theory Personality114.2. Explain the various Personality processes of give us by Adler114.3. Basic Concepts of Maslow's Theory of Personality114.4. Characteristics of Self-Esteem Persons11

**Reference / Text – Books / Additional Reading:** 

 Bhatt K.K., (1996), 2<sup>nd</sup> Ed., "Theories of Personality", University Book Production, Ahmedabad, Page No. 1, 28, 71, 105, 271

 Sojitra J.A. and Co. authors, (1974), 1<sup>st</sup> Ed., "Psychological Essay", Pashv Publishing, Ahmedabad, Page No. 81

3. Vyas K.B. and Co. authors, (1976), 1<sup>st</sup> Ed., "Advanced General Psychology", C.Jamnadas Co., Ahmedabad, Page No. 366



# **B.A.** (PSYCHOLOGY) Industrial Psychology (Optional) Semester $-\frac{5^{\text{th}}}{2}$ Credit: 03

Syllabus for - <u>UG B. A. Programmes</u> Course – <u>CBCS</u>

Course No – <u>Psy.- CC - 509</u> Semester –  $5^{th}$ 

Type of Course - Psy. - CC - 509

Marking Scheme : External Examination :  $\underline{70}$  + Internal Exam :  $\underline{30}$ 

Week – 15 Total Hours - 45

**Objective:** (1) To acquaint the student with the nature of work behaviour (2) The course would create an enabling experience in the students to understand the Industrial processes and its linkage with the social

<b></b>	contexts		
UNIT	DETAILED SYLLABUS	TEACHING	MARKS /
		HOURS	WEIGHT
	Introduction to Industrial Psychology:		
	1.1. Definition of Industrial Psychology		
	1.2. Nature of Industrial Psychology		
Unit – I	1.3. Scope of Industrial Psychology	12	18
	1.4. Industrial Psychology as a Profession.		
	1.5. Principles of Psychological Testing		
	1.6. An Overview of a Testing Programme		
	Job Analysis:		
	2.1. Meaning of Job Analysis	11	
Unit – II	2.2. Uses of Job Analysis		18
Unit – II	2.3. Source of Information for Analysis		10
	2.4. Job Specification		
	2.5. Types of Psychological Test		
	Engineering Psychology:		
	3.1History and Scope of Engineering Psychology		
Unit – III	3.2.Time and Motion Study	11	17
	3.3.Person – Machine Systems		
	3.4.Workspace Design		
	Work Environment:		
	4.1 Meaning and Nature of Fatigue and Boredom		
Unit – IV	4.2Measurement of Fatigue	11	17
	4.3Alleviation of Fatigue		
	4.4Alleviation of Boredom		
De	/Tart Doolro / Additional Dooding	1	1

contexts

**Reference / Text – Books / Additional Reading:** 

 Siegal and Lane 3<sup>rd</sup> Ed (1977) "Psychology in Industrial organization", mumbai.D.B.Tarapurwala and Co.

 Schultz, D. and Schultz, S.e (2002) 'Psychology & Work Today', Delhi person education (First India Reprint 2004)

 Dave, C. B. and Other Author, (2007). 1<sup>st</sup> Ed. "Psychology In Industrial Organisation", Viral Publication, Ahmedabad, Page No. 1, 19, 57, 87, 108.



# B.A. (PSYCHOLOGY) Organizational Behaviour (Optional) Semester – <u>5<sup>th</sup></u> Credit: 03

Syllabus for - UG B. A. Programmes Course - CBCS

Course No - <u>Psy.- CC - 509</u> Semester - <u>5</u><sup>th</sup>

Type of Course - Psy. - CC - 509

Marking Scheme : External Examination :  $\underline{70}$  + Internal Exam :  $\underline{30}$ 

Week – 15 Total Hours - 45

**Objective:** This course designed for the students of human behaviour aims at understanding the behaviour of individuals along with other organizational assets.

UNIT	DETAILED SYLLABUS	TEACHING	
01.11		HOURS	WEIGHT
	Introduction Organizational Behaviour and Psychology:		
	1.1. What is organizational Behaviour		18
Unit – I	1.2. Model of organizational Behaviour	12	
Unit – I	1.3. Organizational Diagnosis – Purpose of organizational Diagnosis.	12	10
	1.4. Subject matter of organizational psychology		
	1.5. Leadership Definition and Nature		
	<b>Organizational Change and Development:</b>		
	2.1. Meaning of Organizational Change	11	18
Unit – II	2.2. Forces or factors of change.		
Umi – n	2.3. Objectives of organizational Development		
	2.4. Benefits of organizational Development		
	2.5. Personality Traits		
	Theories of Organization:		
	3.1. Classical Theory – Characteristics: Merits – Demerits		
	3.2. Neo-Classical Theory or Human Relations Approach: Merit -		17
Unit – III	Demerits	11	
	3.3. Modern Theory or system Theory: Merit – Demerits		
	3.4. Theory X and Theory – Y		
	3.5. Types of Leadership		
	Communication and Group Dynamic:		
	4.1. Meaning and Nature of Communication		
<b>T</b> T •4 <b>T</b> T7	4.2. Goals or objective of communication	11	17
Unit – IV	4.3. Types of communication	11	17
	4.4. Patterns, Networks or models of Communication		
	4.5. Function of Leadership		
Defenence	/ Text _Books / Additional Reading.		

#### **Reference / Text – Books / Additional Reading:**

1. Robbins, SP (2000), Organizational behaviour : Concepts, controversies and applications VII<sup>th</sup> Ed., New Delhi, Prentice Hall of India

- 2. Pfeffer, J. (1994), Competitive advantage through people : Unpleasing the power of work force Boston : Harvard Business School Press
- Dunnette M.D. & Hough, L. M. (1992). Handbook of industrial and organizational psychology, 2<sup>nd</sup> Ed. Palo Alto; Consulting Psychology Press..



# B.A. (PSYCHOLOGY) Psychopathology

Semester  $-\underline{6}^{\text{th}}$  Credit: 03

Syllabus for - <u>UG B. A. Programmes</u> Course - <u>CBCS</u>

Course No - <u>Psy.- CC - 604</u> Semester - <u>6</u><sup>th</sup>

Type of Course - Psy. - CC - 604

Marking Scheme : External Examination :  $\underline{70}$  + Internal Exam : <u>30</u>

Week – 15 Total Hours - 45

**Objective:** (1) To impart knowledge about the Normality and Abnormality. (2) To make Students Understand the Nature and Course of Various Abnormal Conditions. (3) To impart knowledge and Skills needed for Psychological assessment of different Abnormal Conditions.

UNIT	DETAILED SYLLABUS	TEACHING HOURS	MARKS / WEIGHT
	Introduction to Psychopathology:	nooks	WEIGHT
	1.1. Definition of Psychopathology		
	1.2. Abnormal Behaviour in Modern Era	10	10
Unit – I	1.3. Experts working in Psychopathology	12	18
	1.4. DSM Classification of Mental Disorders		
	1.5. Schizotypal and Antisocial Personality Disorders		
	Causal Factors in Psychopathology:		
	2.1. Biological Causal Factors		
	2.1.1 Neurotransinitter and Hormonal Imbalance	11	18
Unit – II	2.1.2 Genetic Vulnerabilities		
0mt – 11	2.2 Psychological Causal Factors	11	
	2.2.1 Early Deprivation of Trauma		
	2.2.2 Pathogenic Family Structure		
	2.3.Borderline and Histrionic Personality Disorders		
	Schizophrenia:		
	3.1. Meaning of Schizophrenia		
Unit – III	3.2. Symptoms of Schizophrenia	11	17
Cint – III	3.3. Types of Schizophrenia	11	
	3.4. Psycho-Social Factors in Schizophrenia		
	3.5. Narcissistic and Avoidant Personality Disorders		
	Mood Disorders:		
	4.1. Meaning of Mood Disorder	11	
Unit – IV	4.2. Symptoms of Depressive Disorder		17
	4.3. Symptoms of Bipolar Disorder		± ,
	4.4. Causes of Suicide		
	4.5. Dependent and Obsessive Compulsive Personality Disorders		

**Reference / Text – Books / Additional Reading:** 

1 Jogsan, Y.A. and Co, author, (2005),1<sup>st</sup> Ed., "*Psychopathology*", Ashur publishing, Ahmedabad , Page No.1, 287, 301, 309.

2 Shah A.S., (2005), 1<sup>st</sup> Ed., "*Psychopathology*", Pashv Publishing, Ahmedabad, Page No.9, 27, 126, 141, 156.

3 Shirivastav A., (2008), 2<sup>nd</sup> Ed., "Psychopathology", Agarwal Publishing, Agra, Page No.1, 7, 124, 254



# MAHARAJA KRISHNAKUMARSINHJI BHAVNAGAR UNIVERSITY

(With effect from Academic Year 2019-20)

#### Semester $-6^{th}$ **B.A.** (PSYCHOLOGY) Statistics in Psychology Credit: 03

Syllabus for - UG B. A. Programmes Course - CBCS

Course No - <u>Psy.- CC - 605</u> Semester - <u>6</u><sup>th</sup>

Type of Course - Psy. - CC - 605

Marking Scheme : External Examination : 70 + Internal Exam : 30

Week-15 Total Hours - 45

**Objective:** 

To provide students the statistical method to analyze cleared data (1)

To develop an understanding of various statistical techniques in terms of their (2)assumptions applications and limitations.

UNIT	DETAILED SYLLABUS	TEACHING HOURS	MARKS / WEIGHT
Unit – I	Introduction to Statistics and Frequency Distribution:1.1. Definition of Statistics1.2. Utility of Statistics in Psychology1.3. Limitations of Statistics1.4. Common Elements in Statistics1.5. Frequency Distribution	12	18
Unit – II	Graphs and Measures of Central Tendency :(Classified Data& Example)2.1.Frequency Distribution of Graphs2.1.1 Histogram2.1.3. Frequency Curve2.1.2 Frequency Polygon 2.1.4 Cumulative Frequency Curve2.2.Mean2.3.Median2.4.Mode	11	18
Unit – III	Quartiles,Deciles,PercentilesandPercentileRank:(Classified Data & Example)3.1.Quartiles3.2.Deciles3.3.Percentiles3.4.Percentile Rank	11	17
Unit – IV	Measures of Deviation and Correlation:(Classified Data &Example)4.1.Quartile Deviation4.2.Average Deviation4.3.Standard Deviation4.4.Co-relation (Spearman's rank co-relation and Interpretation)	11	17

**Reference / Text – Books / Additional Reading:** 

Desay Y.K. and Co, author, (1995-96), 1st Ed., "Methodology of Psychology and Statistics, Part-2", 1 Popular Publishing, Surat, Page No.1, 9, 26, 37, 61, 83, 103.

2 Maleek M.R. and Co, author, (2004),11<sup>th</sup> Ed., "Psychology Experiments and Statistics, Part-2", C. Jamnadas Co., Ahmedabad, Page No.1, 7, 20, 30, 49, 72, 92.

Sheth B.M. and Co, author, (1998), 2<sup>nd</sup> Ed., "Statistics in Psychology", University Book Production 3 Board, Ahmedabad, Page No.1, 14, 25, 55, 101, 125, 163.



**B.A.** (PSYCHOLOGY) Practical in Psychology - 2 Semester  $-\underline{6^{th}}$  Credit: 03

Syllabus for - <u>UG B. A. Programmes</u> Course – <u>CBCS</u>

Course No – <u>Psy.- CC - 606</u> Semester –  $\underline{6}^{\text{th}}$ 

Type of Course - Psy. - CC - 606 Week - 15 Total Hours - 45

Total Marks: Semester End Examination: = 100

**Objective** To provide training to the students in conducting experiments and administration

(1) Students will have to prepare their Practical journals as a part of Laboratory work and they will have to submit certified journals in the University practical exam. (2) Students shall not be allowed without certified journals in the University practical examination

Marks distribution for practical examination:

	Total Marks		100
4	Viva	=	<u>_15</u>
3	Reporting	=	40 (Report $1^{st} = 25$ and Report $2^{nd} = 15$ )
2	Performance	=	25
1	Journal	=	20

Any Six Practical from the Following Practices:

- (1) Gestalt and Other Experiment in Perception
- (2) Immediate Memory Span
- (3) Association Reaction Time
- (4) Maze Learning
- (5) Division of Attention
- (6) Colour Performance by Paired Comparison Method
- (7) Memory of Extent of Movement

Each batch consists of 20: 10 students + 10 subjects

Practical General Instructions for whole class (credits -03)

5 Hours for each Practical: 5 X 6 for each batch. 06 Hours

+ <u>30</u> Hours

36 Hours

### **Reference / Text –Books / Additional Reading:**

- Bhopatkar C.T. (1972), 1<sup>st</sup> Ed., "*Experimental Psychology*", Gujarat University, Ahmedabad, Page No.527, 551, 560, 569, 582, 599, 602
- 2. Kanawala S. C. (1979), 5<sup>th</sup> Ed., "*Experimental Psychology: Theory & Manual*", University Book Production Board, Ahmedabad, Page No.117, 131, 142, 153, 159, 174, 204
- 3. Maleek M.R. and other Authors, (2004), 11<sup>th</sup> Ed., "*Psychology Experiments and Statistics*", Part 1, C. Jamnadas Co. Ahmedabad, Page No.11, 27, 39, 55.



# **B.A.** (PSYCHOLOGY) Psychology of Sex and Married Life (Optional)

Semester  $-\underline{6^{\text{th}}}$  Credit: 03

Syllabus for - UG B. A. Programmes Course - CBCS

Course No – <u>Psy.- CC - 607</u> Semester –  $\underline{6^{th}}$ 

Type of Course - Psy. - CC - 607

Marking Scheme : External Examination :  $\underline{70}$  + Internal Exam :  $\underline{30}$ 

Week – 15 Total Hours - 45

**<u>Objective:</u>** (1) To provide students a perspective on human sexuality. (2) To help the students to examine their sex roles and relationship with opposite sex. (3) To acquaint students with reality of sex and married life and prepare them to build successful marital adjustment

UNIT	DETAILED SYLLABUS	TEACHING HOURS	MARKS / WEIGHT
Unit – I	Fitness for Marriage:1.1. Purpose of Marriage1.2. Fitness for Marriage(1.2.1) Economic Fitness (1.2.2) Emotional Fitness (1.2.3) SexualFitness (1.2.4) Reproductive Fitness (1.2.5) General Health1.3 Happiness in Marriage:1.3.1 Causes of Conflict in Marriage Life	12	18
Unit – II	Maturity for Marriage:2.1. Aspect of Maturity for Marriage2.2. Characteristics of Maturity for Marriage2.3. Characteristics of a Matured Person2.4 Happiness in Marriage:2.4.1 Stages of Happy Marriage Life	11	18
Unit – III	Sex Differences:3.1. Changing Status of Woman3.2. Biological Differences of Male and Female3.3. Achievement Differences of Male and Female3.4. Psychological Differences of Male and Female3.5. Happiness in Marriage:3.5.1 Suggestion of Happy and Successful Marriage Life (by Stone and Stone)	11	17
Unit – IV	Sexual Deviations:4.1. Meaning of Sexual Deviation4.2. General Causes of sexual Deviation Behaviour4.3. Types of Sexual Deviations(4.3.1) Exhibitionism (4.3.2) Voyeurism (4.3.3) Fetishism(4.3.4) Paedophilia	11	17

**Reference / Text – Books / Additional Reading:** 

1 Baxi, M. and Co.author, (1996), 5th Ed., "*Psychology of Sex and Married Life*", Viral Publishing, Ahmedabad, Page No.1, 23, 86, 138, 213.

2 Janet S. H. (1990), 4<sup>th</sup> Ed., "Understanding Human Sexuality", Mc Grow Hill, Book Co., New Delhi.

3 Spencer A. and Co, author, (1993), 1<sup>st</sup> Ed., "*Human Sexuality in world of Diversity*", Rathus Allyn and Baco

**B.A. (PSYCHOLOGY) Cultural Psychology (Optional) Semester** –  $\underline{6}^{\text{th}}$  Credit: 03 Syllabus for - <u>UG B. A. Programmes</u> Course – <u>CBCS</u>



Course No - <u>Psy.- CC - 607</u> Semester - <u>6<sup>th</sup></u>

Type of Course - Psy. - CC - 607

Marking Scheme : External Examination :  $\underline{70}$  + Internal Exam :  $\underline{30}$ 

Week – 15 Total Hours - 45

**Objective:** The course intends to provide an in sight on the role of Cultural Centre in shaping and diverse as pacts of social behaviour and its relevance to soiling social problems

UNIT	DETAILED SYLLABUS	TEACHING HOURS	MARKS / WEIGHT
	Introduction to Cultural Psychology:		
	1.1. Definition of Culture		
TT •4 T	1.2. Nature of Cultural Psychology	10	10
Unit – I	1.3. Scope of Cultural Psychology	12	18
	1.4. Utility of Cultural Psychology		
	1.5. What is an Emotional Behaviour?		
	Personality and Culture:		
	2.1. Meaning of Personality		
Unit – II	2.2. Effect of Culture on Individual Personality	11	18
0mt – 11	2.3. Construction of Basic Personality	11	18
	2.4. Effects of Cultural Factors of Personality		
	2.5. Causes of Emotional Behaviour		
	Intelligence and Culture:		
	3.1 Meaning of Intelligence		
Unit – III	3.2 Social – Cultural background of Intelligence	11	17
	3.3 Intelligence and Culture	11	17
	3.4 Relation Between Intelligence and Culture		
	3.5 Nature of Emotional Presentation		
Unit – IV	Culture and Disorders:		
	4.1. Definition of Abnormal Behaviour		
	4.2. Social – Culture Factors and Disorder	11	17
	4.3. Relationship of Cultural and Disorder	11	17
	4.4. Original Causes for Cultural Factors of Disorder		
	4.5. Emotion and Culture		

**Reference / Text – Books / Additional Reading:** 

1 Berry, J.W. and Co, author, (1997), 2<sup>nd</sup> Ed., "Hand book of cross cultural psychology", Allyna Bacoh, Boston.

2 Das D.G. and Co, author, (1994), 1<sup>st</sup> Ed., "*Cultural Psychology*", Popular Publishing, Surat, Page no. 1, 88, 124, 137, 151.

3 Triandis H. C.and Co, author, (1980), 1<sup>st</sup> Ed., "*Hand book of cross cultural psychology*", Allyna Bacoh, Boston, Vol.1 To 6.



# **B.A.** (PSYCHOLOGY) Environmental Psychology (Optional) Semester – <u>6<sup>th</sup></u> Credit: 03

Syllabus for - <u>UG B. A. Programmes</u> Course - <u>CBCS</u>

Course No - <u>Psy.- CC - 608</u> Semester - <u>6<sup>th</sup></u>

Type of Course - Psy. - CC - 608

Marking Scheme : External Examination :  $\underline{70}$  + Internal Exam :  $\underline{30}$ 

Week – 15 Total Hours - 45

**Objective:** (1) To highlight the simultaneous mutual interaction of environment behaviour (2) To

delineate psychological approaches to the study of environment. (3) To discuss the impact of ecological degradation and the need for enhanced awareness programmer

UNIT	DETAILED SYLLABUS	TEACHING HOURS	MARKS / WEIGHT
	Introduction to Environmental Psychology		
	1.1. Definition of Environmental Psychology		
	1.2. Nature of Environmental Psychology		
Unit – I	1.3. Scope of Environmental Psychology	12	18
	1.4. Utility of Environmental Psychology		
	1.5. The Effect of Air Pollution and Wind on Behaviour:		
	1.5.1. Air Pollution and its Consequences		
	Effect of Environment on:		
	2.1. Reaction to Environmental Stimulation		
	2.2. Stimulation Level and human Reaction		
Unit – II	2.3. Causes of Increase in Pollution	11	18
	2.4. Pollution Control		
	2.5. The Effect of Air Pollution and Wind on Behaviour:		
	2.5.1.Air pollutants		
	The Effect of Noise on Behaviour:		
	3.1. Unusual Environmental Stimulation		
	3.2. Characteristics of Sound		
Unit – III	3.3. Disturbing Characteristics of Noise	11	17
	3.4. The Effect of the Noise,		
	3.5. The Effect of Air Pollution and Wind on Behaviour:		
	3.5.1 Personal Air Pollution		
	The Effects of Seasons, Weather and Temperature on		
	Behaviour:		
Unit – IV	4.1. Nature of Temperature		
	4.2. Effect of Various Levels of Temperature and Atmosphere	11	17
	4.3. Atmospheric Influence on Behaviour	11	17
	4.4. The Effect of Heat on Performance		
	4.5. The Effect of Air Pollution and Wind on Behaviour		
	4.5.1. How Air Pollution is perceived?		

**Reference / Text – Books / Additional Reading:** 

1 Dave C.B. and Co, author, (2003-4), 1<sup>st</sup> Ed., "Environmental psychology", Suchitra Publishing, Ahmedabad, PageNo.1, 45, 59, 73, 85.

2 Parmar N.R. and Co, author, (2008),1<sup>st</sup> Ed., "*Environmental Psychology*", Divine Publications, Ahmedabad, Page no. 1, 31, 43, 83

3 Rampalsingh and Co, author, (2004), 1<sup>st</sup> Ed., "*Environmental psychology*", Vinod pustak mandir, Agra, Page no.1, 14, 179.

4 Tivari P., (2000) 2<sup>nd</sup> Ed., "Environmental psychology", Motilal Banarsidas, New Delhi, Page no. 1, 121, 153.



# B.A. (PSYCHOLOGY) Sport Psychology (Optional) Semester – 6<sup>th</sup> Credit: 03

Syllabus for - <u>UG B. A. Programmes</u> Course – <u>CBCS</u>

Course No – <u>Psy.- CC - 608</u> Semester –  $\underline{6}^{th}$ 

Type of Course - Psy. - CC - 608

Marking Scheme : External Examination :  $\underline{70}$  + Internal Exam :  $\underline{30}$ 

Week – 15 Total Hours - 45

**<u>Objective:</u>** (1) To delineate psychological approaches to the study of sports.

(2) To highlight the simultaneous mutual interaction of sports and behaviour.

UNIT	DETAILED SYLLABUS	TEACHING HOURS	MARKS / WEIGHT
Unit – I	Introduction to Sport Psychology1.1. What is play?1.2. What is Sports Psychology?1.3. Theories of Play.1.4. Value of Play.1.5. What is group?	12	18
Unit – II	Fatigue2.1. Definition of Fatigue2.2. Nature of Fatigue2.3. Characteristics of Fatigue2.4. Reasons for the Beginning Fatigue2.5. Individual and group	11	18
Unit – III	<ul> <li>Individual Differences &amp; Physical Education</li> <li>3.1. Definition of Individual differences?</li> <li>3.2. Nature of Individual differences.</li> <li>3.3. Types of Individual differences.</li> <li>3.4. Causes of Individual differences.</li> <li>3.5. Group Mind</li> </ul>	11	17
Unit – IV	Interest4.1. Definition of Interest.4.2. Characteristics of Interest.4.3. In Which Things we Take Interest?4.4. How to Make we Take Interest?4.5. Factors Influencing Group Behaviour	11	17

#### **Reference / Text –Books / Additional Reading:**

 Bos S. and Co. author, (1986), 1<sup>st</sup> Ed., "Sports Psychology", Vinod Pustak Mandir, Agra, Page No. 1, 26, 42, 70

2. Patel A.J. and Co. author, (2005), 3<sup>rd</sup> Ed., "Sports Psychology", Bharat Publishing, Ahmedabad, Page No.1, 80, 113, 143, 150, 183



Course No – <u>Psy CC - 609</u>	Semester – $6^{th}$
Type of Course - Psy CC - 6	509

Marking Scheme : External Examination :  $\underline{70}$  + Internal Exam :  $\underline{30}$ 

Week – 15 Total Hours - 45

**Objective:** (1) Introduction to concept, Nature and various topics of psychology

(2) Understanding the application of psychological principle in the process of education

UNIT	DETAILED SYLLABUS	TEACHING HOURS	MARKS / WEIGHT
Unit – I	Industrial Conflict 1.1 Meaning of Industrial Conflict		
	1.2 Nature of Industrial Conflict	10	10
	1.4 Causes of Industrial Conflict	12	18
	1.4 Remedies of Industrial Conflict		
	1.5 Definition of Leisure		
	Psychology of Fashion		
	2.1 Definition of Fashion		
Unit – II	2.2 Nature of Fashion	11	18
	2.3 Field of Fashion	11	10
	2.4 Fashion and Custom		
	2.5 Activates of Leisure		
	Hypnotism:		
	3.1 Meaning of Hypnotism		
Unit – III	3.2 Characteristics of Hypnotism	11	17
	3.4 Methods of Hypnotism	11	17
	3.5 Principles of Hypnotism		
	3.6 Effective Factors of Leisure		
Unit – IV	Theories of Dreams		
	4.1 Meaning of Dreams		
	4.2 Characteristics of Dreams	11	17
	4.3 Classification of Dreams	11	17
	4.4 Freud's Theories of Dreams		
	4.5 Leisure as a Problem		

**Reference / Text –Books / Additional Reading:** 

1 Sojitra J.A. and Co, author, (2010), 1<sup>st</sup> Ed., "Psychological Essay", Pashv publishing, Ahmedabad, Page No.7, 121, 152,184, 211.

2 Trivedi H.V. and Co, author, (1974), 1<sup>st</sup> Ed., "*Psychological Essay*", C. Jamnadas Co., Ahmedabad, Page no. 51, 62, 149, 204, 298.

**B.A. (PSYCHOLOGY) Consumer Psychology (Optional) Semester** –  $\underline{6}^{\text{th}}$  Credit: 03 Syllabus for - <u>UG B. A. Programmes</u> Course – <u>CBCS</u> Course No – <u>Psy.- CC - 609</u> Semester –  $\underline{6}^{\text{th}}$ Type of Course – <u>Psy. - CC - 609</u>



Marking Scheme : External Examination :  $\underline{70}$  + Internal Exam :  $\underline{30}$ 

Week – 15 Total Hours - 45

**Objective:** The course will familiarize students with the basic consumer behaviour and the studies relating to the factors which influence them. It will also focus on some important application areas of consumer psychology

UNIT	DETAILED SYLLABUS	TEACHING HOURS	MARKS / WEIGHT
	Introduction to Consumer Psychology:		
	1.1. Meaning of Consumer psychology		
Unit – I	1.2. Scope of Consumer psychology	12	18
	1.3. Development of Consumer psychology	12	10
	1.4. Utility of Consumer psychology		
	1.5. Meaning of Learning		
	Methods of Consumer Psychology:		
	2.1. Questionnaire Method		
Unit – II	2.2. Product Testing	11	18
	2.3. Motivation Research Methods	11	
	2.4. Multi Media		
	2.5. Main principles of Learning Process		
	Advertising:		
	3.1 Meaning of Advertisement		
Unit – III	3.2 Importance of suggestion in Advertisement	11	17
	3.3 Importance of Motivation in Advertisement	11	17
	3.4 Appeal of Advertisement		
	3.5 Role of Drives and Role of Reinforcement		
	Selling:		
	4.1 Meaning of Selling		
Unit – IV	4.2 Scope of Selling	11	17
	4.3 Importance of Selling	11	17
	4.4 Is art of Selling a Profession?		
	4.5 Effects of Learning Process		

**Reference / Text –Books / Additional Reading:** 

 David L.L. & Della Bitta A.J.(1984), 2<sup>nd</sup> Ed., "Consumer Behavior Concepts and Applications", Mc Grow Hill, New York

- 2. Pansali N.V. (1997), 3<sup>rd</sup> Ed., "Selling, Marketing and Advertising", C.Jamnadas Co., Ahmedabad, Page no. 1, 120.
- 3. Shah C.K. (1986), 1<sup>st</sup> Ed., "Consumer psychology", University book production Board, Ahmedabad, Page No.1, 15, 37, 58