

DECEMBER 2015

P/ID 28454/PPYD

---

Time : Three hours

Maximum : 100 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions in about 50 words each.

1. Aggression
2. Group
3. Norms
4. Altruistic Personality
5. Social influence
6. Authoritarian leadership
7. Implicit attitude
8. Observational learning
9. Heuristics
10. Actor-observer bias.

PART B — (5 × 6 = 30 marks)

Answer ALL questions in about 250 words each.

11. (a) Write a brief note on Social facilitation.

Or

- (b) Write an essay on determinants of attraction.

12. (a) Define conflict. Explain its nature and causes.

Or

- (b) Explain the effects of media on violence.

13. (a) Describe the social roots of conformity.

Or

- (b) What is fore-warning? Explain.

14. (a) Explain systematic and heuristic processing in persuasion.

Or

- (b) Write a note on Reinforcement and learning.

15. (a) Illustrate Festinger's cognitive dissonance theory.

Or

- (b) Explain the tactics to gain compliance.

PART C — (5 × 10 = 50 marks)

Answer ALL questions in about 500 words each.

16. (a) Explain Experimental research method in detail.

Or

- (b) What is Social conformity? Explain Asch's experiment.

17. (a) Describe the internal and external influence on helping behaviour.

Or

- (b) Explain the role of biological factors in aggression.

18. (a) Elucidate the techniques that used to prevent and control aggression.

Or

- (b) How does group affect individual performances? Explain it with suitable examples.

19. (a) Explain the techniques that are used to resolve conflicts.

Or

- (b) List out the factors resisting persuasion attempts.

20. (a) Write an essay on attitude formation.

Or

(b) Write a note on different types of leadership.

---