

MAY 2015

P/ID 28454/PPYD

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Time : Three hours

Maximum : 100 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions each in 50 words.

1. Attitude.
2. Social Psychology.
3. Reactance.
4. Subliminal conditioning.
5. Social comparison.
6. Persuasion.
7. Instrumental aggression.
8. Conformity.
9. Empathy.
10. Social Loafing.

PART B — (5 × 6 = 30 marks)

Answer ALL questions each in 250 words.

11. (a) Briefly explain the drive theories of aggression.

Or

- (b) Describe the characteristics of bullies and their hidden motives.

12. (a) Write a short note on Group decision making processes.

Or

- (b) What are the basic rules for judging fairness in groups?

13. (a) Define Leadership. Explain the types of leadership.

Or

- (b) Write a short note on choice dilemma and its effect.

14. (a) Outline the factors affecting conformity

Or

- (b) What are the internal determinants of attraction?

15. (a) Explain the theory of reasoned action.

Or

- (b) Explain the role of observational learning in attitude formation.

PART C — (5 × 10 = 50 marks)

Answer ALL questions each in 500 words.

16. (a) Write an essay on the methods used to study social psychology.

Or

- (b) Describe how attitude guide behaviour.

17. (a) Define Social psychology. Explain its nature and scope.

Or

- (b) What is Cognitive dissonance? Explain how people manage it.

18. (a) Define transformational leadership. Explain it with suitable examples.

Or

- (b) Describe the steps that determine helping and non helping behaviour.

19. (a) Describe the modern theories of Aggression-

Or

(b) Compare and contrast Transactional and Transformational leadership.

20. (a) Explain the role of cultural factors in aggression.

Or

(b) List out the key components of group and explain each component briefly.

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