

OCTOBER 2012

P/ID 28703/PCYC

Time: Three hours

Maximum: 100 marks

PART A — (10 × 2 = 20 marks)

Answer ALL the questions in about 50 words each.

All questions carry equal marks.

1. Altruism.
2. Persuasion.
3. Attribution.
4. Group decision making.
5. Status.
6. Group think.
7. Prejudice.
8. Social cognition.
9. Social Loafing.
10. Obedience.

PART B — (5 × 6 = 30 marks)

Answer ALL questions in about 250 words each.

All questions carry equal marks.

11. (a) Explain the scientific nature of social psychology.

Or

- (b) Narrate the scope of social psychology in modern world.

12. (a) Explain the nature and dimensions of attitude.

Or

- (b) Make a note on role of mass communication in public opinion.

13. (a) What is aggression and discuss the types of aggression?

Or

- (b) Write a note on group dynamics.

14. (a) Write a note on early approach to Persuasion.

Or

- (b) Explain the stages in group formation.

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15. (a) Explain how effective communication takes place in groups.

Or

- (b) How does social psychology applicable in understanding audience behaviour.

PART C — (5 × 10 = 50 marks)

Answer ALL questions in about 500 words each.

All questions carry equal marks.

16. (a) Discuss the importance of the study of social psychology in the new millennium.

Or

- (b) Discuss the importance of Prosocial Behaviour in present context.

17. (a) What are the techniques for countering the effects of prejudice? Explain.

Or

- (b) Describe the appraisal strategies in interpersonal attraction.

18. (a) Give a detail account on nature and measurement of public opinion.

Or

(b) Elaborate the classification of collective mass groups.

19. (a) Describe the social learning process.

Or

(b) Make a note on systematic and heuristic processing.

20. (a) Distinguish the casual audiences and intentional audiences.

Or

(b) What is mass media? Explain its role in understanding the general audiences.
