

MAY 2014

P/ID 28703/PCYC

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Time : Three hours

Maximum : 100 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions each in 50 words.

All questions carry equal marks.

1. Schemas.
2. Mimicry.
3. Validity.
4. Cohesiveness.
5. Hypocrisy.
6. Decision making.
7. Forewarning.
8. Groups.
9. Bystander effect.
10. Compliance.

PART B — (5 × 6 = 30 marks)

Answer ALL questions each in 250 words.

All questions carry equal marks.

11. (a) Explain the importance of groups in social psychology.

Or

- (b) Describe the role of social factors in perception.

12. (a) Make a note on attitude formation.

Or

- (b) "Does culture determines social behaviour"? Discuss.

13. (a) Write a note on society and personality.

Or

- (b) Describe the nature of group decision making.

14. (a) Explain the basis of conformity.

Or

- (b) Explain the stages in group formation.

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

Or

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

PART C — (5 × 10 = 50 marks)

Answer ALL questions each in 500 words.

All questions carry equal marks.

16. (a) Discuss the nature and scope of social psychology.

Or

- (b) Narrate the contribution of McDougall to the social psychology.

17. (a) How does Social, Cultural, Personal and situational factors cause aggression? Explain.

Or

- (b) Describe the nature and origins of persuasion.

18. (a) Elucidate the basic motivational factors for engaging in prosocial acts.

Or

- (b) What are the factors influencing interpersonal attraction?

19. (a) Narrate the principles of compliance. Explain their types of tactics.

Or

- (b) Elucidate the nature, functions, and role of the group.

20. (a) Give an detailed account on audiences and collective behaviour.

Or

- (b) What are mobs in mass psychology? Explain their types.
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