

OCTOBER 2012

U/ID 14803/URQA

Time : Three hours

Maximum : 100 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

All questions carry equal marks.

Each answer should not exceed 50 words.

1. Define interview.
2. What is the use of rapport?
3. What do you mean by empathy?
4. What is meant by perception?
5. What is morale?
6. Define cohesiveness.
7. List out any two techniques of propaganda.
8. What does democratic leader refer to?
9. Define communication.
10. Write any two characteristics of mass communication.

PART B — (5 × 6 = 30 marks)

Answer ALL questions.

All questions carry equal marks.

Each answer should not exceed 250 words.

11. (a) Bring out the importance of social psychology.

Or

- (b) Explain case study method.

12. (a) Elaborate halo effect.
Or
(b) Write a note on stereotype.
13. (a) Write a note on social dependence and social independence.
Or
(b) Bring out the influence of role in personality formation.
14. (a) Elucidate the instruments of propaganda.
Or
(b) Delineate the functions of leader.
15. (a) List out the functions of mass communication.
Or
(b) How communication is perceived differently by laymen and psychologists?
- PART C — (5 × 10 = 50 marks)
Answer ALL questions.
All questions carry equal marks.
Each answer should not exceed 500 words.
16. (a) Discuss the scope and nature of social psychology.
Or
(b) Describe the types of observation method.
17. (a) Bring out the relationship between social motives and behaviour.
Or
(b) Elaborate the nature of attitude and its measurement.

18. (a) Compare the contributions of Sigmund Freud and Erickson to the understanding of personality.

Or

(b) Discuss the types of groups.

19. (a) Elucidate the dynamics of public opinion.

Or

(b) Examine the characteristics of leadership.

20. (a) Explain feedback and empathy in communication.

Or

(b) Write an essay on inter-personal communication skills.
