

OCTOBER 2013

U/ID 14803/URQA

Time : Three hours

Maximum : 100 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

Each answer should not exceed 50 words.

1. Briefly state the nature of social psychology.
2. Define interview.
3. What is empathy?
4. What do you understand by social behaviour?
5. Define personality.
6. What is the meaning of Cohesiveness?
7. List out the types of leader.
8. How public opinion is measured?
9. What does feedback refer to?
10. Mention any two functions of mass communication.

PART B — (5 × 6 = 30 marks)

Answer ALL questions.

Each answer should not exceed 250 words.

11. (a) Discuss the scope of social psychology.

Or

- (b) Bring out the importance of social psychology.

12. (a) Define attitude and describe its nature.

Or

- (b) Elaborate social motives.

13. (a) How does birth order influence personality?

Or

- (b) Explain decentralised group structure.

14. (a) List out the functions of leader.

Or

- (b) Write a note on propaganda and education.

15. (a) How Communication is perceived by laymen?

Or

- (b) Elucidate the characteristics of mass communication.

PART C — (5 × 10 = 50 marks)

Answer ALL questions.

Each answer should not exceed 500 words.

16. (a) Examine the merits and demerits of observation method.

Or

- (b) Describe experimental method and its uses to social psychology.

17. (a) Compare and contrast Halo effect and Evaluation effect.

Or

- (b) Bring out measurements of attitude.

18. (a) "Culture influences personality to a greater extent" - substantiate.

Or

- (b) Define social group and discuss its types.

19. (a) Elaborate the characteristics of leadership.

Or

- (b) Write an essay on techniques and instruments of propaganda.

20. (a) How communication is perceived by psychologists? Explain.

Or

(b) Analyse interpersonal communication skills.
