

MAY 2011

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. Explain public opinion.
2. Describe mass communication.
3. What is meant by propaganda?
4. Explain advertising.
5. Define Empathy.
6. Define group.
7. What is trait?
8. Define personality.
9. Explain the concept of motivation.
10. Explain social climate.

PART B — (5 × 6 = 30 marks)

Answer ALL questions.

All questions carry equal marks.

Each answer should not exceed 250 words.

11. (a) Write about the nature and scope of social psychology.

Or

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

12. (a) Motivation of human behaviour is the crux of problem. Explain.

Or

- (b) Explain prejudice and describe how it could be reduced.

13. (a) Discuss the nature and changes in attitudes.

Or

- (b) Examine the relations between prejudice and stereotype.

14. (a) What are the functions of the leaders?

Or

- (b) Write a note on person perception.

15. (a) Discuss the importance of interpersonal communication skills.

Or

- (b) Discuss the characteristics and functions of mass communication.

PART C — (5 × 10 = 50 marks)

Answer ALL questions.

All questions carry equal marks.

Answer should not exceed 500 words.

16. (a) Write about the relation of social psychology to other social sciences.

Or

- (b) Describe the empirical methods used in social psychology.

17. (a) Examine the relationship between society, culture and personality.

Or

- (b) Explain how social interaction is the basis of the study of social psychology.

18. (a) Define leadership and examine the different types of leaders.

Or

- (b) Distinguish between group tensions and conflicts.

19. (a) Elucidate the role of propaganda in mass media.

Or

- (b) Examine the importance of public opinion in mass communication.

20. (a) Explain the theoretical background of personality and its various types.

Or

- (b) Discuss about the development of attitudes and how are they measured.
