

MAY 2013

U/ID 14803/URQA

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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. What is the purpose of projective techniques?
2. What is the meaning of unstructured interview?
3. What is the meaning of empathy?
4. Define Halo effect.
5. What is the purpose of cohesiveness?
6. What do you mean by social climate?
7. List out any two instruments of propaganda.
8. Define public opinion.
9. What is communication?
10. Write any two functions 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) Define social psychology and bring out its nature.

Or

- (b) List out the advantages and limitations of questionnaire method.

12. (a) Explain social motives with example.

Or

- (b) Describe person perception.

13. (a) Differentiate social dependence from social independence.

Or

- (b) Delineate the influence of culture on personality.

14. (a) Delineate the functions of leader.

Or

- (b) Write a note on protection against propaganda.

15. (a) Elucidate communication as perceived by psychologists.

Or

- (b) Bring out the inter-personal communication skills.

PART C — (5 × 10 = 50 marks)

Answer ALL questions.

All questions carry equal marks.

Each answer should not exceed 500 words.

16. (a) Elucidate the scope and importance of social psychology.

Or

- (b) Discuss case study method with its advantages and limitations.

17. (a) Write an essay on nature and measurement of attitude.

Or

- (b) Examine evaluation effect and Stereotypes as perceptual process.

18. (a) Define group and describe various types of groups.

Or

- (b) Compare and contrast any two theories of personality.

19. (a) Explain the dynamics and measurement of public opinion.

Or

- (b) Elaborate the types of leaders.

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

Or

- (b) Define mass communication and examine its characteristics.
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