

OCTOBER 2011

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. Define social psychology.
2. List out any four methods used in social psychology.
3. What is social perception?
4. What do you mean by Halo effect?
5. Define role.
6. What is meant by birth order?
7. Who is a leader?
8. Mention any two instruments of propoganda.
9. Define communication.
10. What do you mean by inter-personal communication?

PART B — (5 × 6 = 30 marks)

Answer ALL questions.

Each answer should not exceed 250 words.

11. (a) Explain the nature of social psychology.

Or

- (b) Describe the scope of social psychology.

12. (a) Elaborate Evaluation effect.

Or

- (b) Discuss social behaviour.

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

Or

- (b) Differentiate centralised and decentralised group structures.

14. (a) Delineate the characteristics of leadership.

Or

- (b) Write a note on measurement of public opinion.

15. (a) Elucidate feedback in communication.

Or

(b) Explain empathy in communication.

PART C — (5 × 10 = 50 marks)

Answer ALL questions.

Each answer should not exceed 500 words.

16. (a) Examine the importance of social psychology.

Or

(b) Discuss the experimental method used in social psychology.

17. (a) Describe the measurement of attitude.

Or

(b) Elaborate stereotypes with example.

18. (a) Comment on any one theory of personality.

Or

(b) Bring out the types of groups.

19. (a) Elucidate the functions of leader.

Or

(b) Explain the techniques of propaganda.

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

Or

(b) List out the characteristics and functions of mass communication.
