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**UNIVERSITY**

(Karunya Institute of Technology & Sciences)

(Declared as Deemed-to-be University under Sec.3 of the UGC Act, 1956)

Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_\_

**End Semester Examination – Nov/Dec - 2016**

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|  |  | **Semester :** | **2016-17 ODD** |
| **Code :** | **11VC215/12VC208** | **Duration :** | **3 hrs** |
| **Sub. Name :** | **INTRODUCTION TO SOCIAL PSYCHOLOGY** | **Max. marks :** | **100** |

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| **Q. No.** | **Questions** | | **Marks** |
| **PART-A(10X1=10 MARKS)** | | | |
| 1. | Explain the nature of Social Psychology. | | (1) |
| 2. | Why is it important to study Social Psychology?. | | (1) |
| 3. | What is Socialization? | | (1) |
| 4. | Explain the term motive. | | (1) |
| 5. | Attitude is rooted in Motivation Explain | | (1) |
| 6. | What is Public Opinion? | | (1) |
| 7. | Differentiate between In-group and Out-group. | | (1) |
| 8. | Explain the term Social Norms | | (1) |
| 9. | Who are called Street Audience? | | (1) |
| 10. | When people become Media Audience? | | (1) |
| **PART B(5 X 3= 15 MARKS)** | | | |
| 11. | Elaborate on Mental set theory | | (3) |
| 12. | Enumerate Maslow’s basic human needs. | | (3) |
| 13. | Specify one method of measuring the attitude. | | (3) |
| 14. | Explain the term Group Dynamics. | | (3) |
| 15. | Differentiate between Crowd and Mob. | | (3) |
| **PART C(5 X 15= 75 MARKS)** | | | |
| 16. | Discuss the various contribution of Sociologist in Social Psychology. | | (15) |
| (OR) | | | |
| 17. | Analyze the different types of Research methods used in Social Psychology. | | (15) |
| 18. | a. | Changing attitude depends on Persuasion Elaborate. | (8) |
| b. | Explain the stages of development of Perception. | (7) |
| (OR) | | | |
| 19. | a. | Competition converted into various forms of Conflict –Explain. | (8) |
| b. | What do you mean by Cooperation and discuss its types. | (7) |
| 20. | Discuss how attitudes are formed and changed over time? | | (8) |
| Explain the role mass media in Persuasive Communication. | | (7) |
| (OR) | | | |
| 21. | Discuss the influence of socio-cultural factors in formation of Public Opinion. | | (15) |
| 22. | Explain how group life influence your social behavior and deviant behavior. | | (15) |
| (OR) | | | |
| 23. | a. | Discuss the various elements and development of Social Norms. | (8) |
| b. | Explain Social Conflict and how to bring consensus among them? | (7) |
| 24. | Elaborate on the characteristics and psychology of Media Audience. | | (15) |
| (OR) | | | |
| 25. | Critically Examine collective behavior and explain its types. | | (15) |

ALL THE BEST