

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 2018  
(First Semester)

Branch- VISUAL COMMUNICATION (ELECTRONIC MEDIA)

**INTRODUCTION TO SOCIAL PSYCHOLOGY**

Time : Three Hours

Maximum : 75 Marks

**SECTION-A (20 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks (10x2 = 20)

- 1 What is a Method?
- 2 What is Pragmatism?
- 3 What is Socialization?
- 4 Need for affiliation.
- 5 What are fear appeals?
- 6 What is persuasion?
- 7 What is social facilitation?
- 8 Explain group structure.
- 9 Differentiate the types of audiences.
- 10 What is mass media?

**SECTION - B (25 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5x5 = 25)

- 11 a Discuss the nature of Social Psychology.  
OR  
b Explain the contribution of Me Dougall to social psychology.
- 12 a Discuss about the consequences of aggression.  
OR  
b Explain the need for achievement.
- 13 a How does communication help in persuasion?  
OR  
b Write about Public opinion.
- 14 a Write a note on different types of groups.  
OR  
b Compare and contrast co-operation and competition.
- 15 a Explain the nature of audience.  
OR  
b What are mobs and discuss about the types of mobs.

**SECTION - C (30 Marks)**

Answer any THREE Questions

ALL Questions Carry EQUAL Marks (3 x 10 = 30)

- 16 Trace the history of social psychology.
- 17 Discuss about the social factors in perception.
- 18 Elaborate the theories of Persuasion.
- 19 Discuss about group dynamics.
- 20 Elaborate on mass psychology.