

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BSc DEGREE EXAMINATION MAY 20 X 9
(First Semester)**

Branch - VISUAL COMMUNICATION

INTRODUCTION TO SOCIAL PSYCHOLOGY

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 x 2 = 20)

- 1 What is a correlational study?
- 2 What is pragmatism?
- 3 What is aggression?
- 4 Need for affiliation.
- 5 Define opinion.
- 6 What is persuasion?
- 7 What is a forming stage?
- 8 Explain group structure.
- 9 Differentiate between audience and mob.
- 10 What is mass media?

SECTION - B (25 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a .Discuss the scope of social psychology.
OR
b Explain the contribution of GH mead to social psychology.
- 12 a Discuss about motivation
OR
b Explain the need for achievement.
- 13 a How are attitudes formed?
OR
b Write about public opinion.
- 14 a Write a note on conformity in groups.
OR
b Compare and contrast co-operation and competition.
- 15 a Explain the nature of audience.
OR
b Explain ways to classify collective masses.

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 the personality development in the context of society.
- 18 Elaborate the theories of Persuasion.
- 19 Discuss about group dynamics.
- 20 Elaborate the psychology of mass movement.