

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BSc DEGREE EXAMINATION MAY 2017
(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 social psychology?
- 2 What is cross sectional study? *
- 3 , What is aggression?
- 4 What is need achievement?
- 5 Differentiate attitude from an opinion.
- 6 Define persuasion. .» ■_
- 7 What are the stages of group formation?
- 8 Differentiate formal group from informal group.
- 9 What is called as a mob?
- 10 • Explain causal audience.

SECTION - B (25 Marks)

Answer **ALL** Questions

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

- 11 a Explain correlational study with an example.
OR
b Discuss the contributions of Me Dougall to social psychology.
- 12 a Explain the social factors that influence perception.
OR
b Explain the interrelationship between society and personality.
- 13 a Discuss the formation of attitude. • *
OR
b Explain ways to change opinion.
- 14 a Discuss the conditions that facilitate group formation. - -
OR
b Explain group dynamics.
- 15 a What* are the different types of mobs? Explain.
OR
b What is international audience? Explain with an example.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Trace the historical development of social psychology.
- 17 Discuss social learning process with appropriate example and justification.
- 18 Elaborate on attitude.
- 19 How do norms evolve in groups and how conformity comes into play?
- 20 Discuss about mobs.