

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

**BSc DEGREE EXAMINATION DECEMBER 2017
(First Semester)**

Branch VISUAL COMMUNICATION (ELECTRONIC MEDIA)

INTRODUCTION TO SOCIAL PSYCHOLOGY

Time : Three Hours

Maximum : 75 Marks

SECTION-A 120 Marks)

Answer **ALL** questions

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

- 1 What is a cross sectional study?
- 2 What is cognitive dissonance?
- 3 What is modeling?
- 4 What is motivation?
- 5 Define opinion.
- 6 What is classical conditioning?
- 7 What is group dynamics?
- 8 What is group development?
- 9 Who are casual audiences?
- 10 What is aggression?

SECTION - B (25 Marks)

Answer **ALL** Questions

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

- 11 a Explain the reasons for studying social psychology.
OR
b Who is Auguste Comte and explain his contributions.
- 12 a Explain the relations between socialization and motivation.
OR
b Elaborate the need for achievement and affiliation.
- 13 a Discuss the formation and change of attitudes.
OR
b Write a note on communication and persuasion.
- 14 a Write a note on the nature and types of groups.
OR
b Discuss social facilitation.
- 15 a Explain the ways of classifying collective masses.
OR
b Compare and contrast the audience with that of a mob.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Discuss the various research methods that are used in social psychology.
- 17 Discuss the significance of perception in social psychology.
- 18 Explain ways and means to form and change the public opinion.
- 19 Elaborate the group development process and conditions favourable for that
- 20 Discuss mass psychology in detail.