





5	9	According to the cultivation hypothesis high exposure to disaster or crime related news on media contributes to a. violence c. false propaganda	b. Sensitization d. fear	K1	CO5
	10	Snapchat dysphoria refers to a. people become desperate to look like the filtered version of themselves. b. people become highly indulgent in diets c. people increase their social media visibility. d. Stay away from image profiling		K2	CO5

**SECTION - B (35 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Illustrate the limitations of Affective Disposition theory.	K4	CO1
		(OR)		
	11.b.	As a media psychologist, briefly state five to launch a new model mobile phone in the market.		
2	12.a.	Media psychology focuses on markets and not on individual choices- State your views on this statement.	K2	CO2
		(OR)		
	12.b.	Summarize the way by which social loafing can be minimized in a group.		
3	13.a.	Relate the attitude behavior link in the context of buying.	K2	CO3
		(OR)		
	13.b.	Summarize the two ways by which the process of persuasion occurs in the context of media psychology.		
4	14.a.	Elaborate the important functions of Stereotypes in attitude formation.	K2	CO4
		(OR)		
	14.b.	Describe how contact hypothesis can be used by media to counter negative campaign.		
5	15.a.	Explain how social media plays a role in gender role formation in adolescence.	K4	CO5
		(OR)		
	15.b.	Media that reproaches body shaming advertises fit body image. Discuss this contradiction.		

**SECTION -C (30 Marks)**

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Media Influencers can be used to promote or demote a product /service/concept. State the principles of media psychology to argue the above statement.	K3	CO1
2	17	In the present trend technology driven digital market, discuss the role of culture in shaping media choices.	K3	CO2
3	18	Is individualistic culture advantageous over collectivists culture in attitude formation towards a product. Elaborate this statement based on your viewpoint.	K4	CO3
4	19	Media today has given rise to more prejudices and discrimination as a result of excessive coverage. Do you agree/disagree with this statement. If so state valid reasons for the same.	K4	CO4
5	20	Use of children in media is an infringement of child's right. Justify your view point.	K4	CO5