

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BSc DEGREE EXAMINATION DECEMBER 2019
(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 (10 x 2 = 20)

- 1 Define Social Psychology.
- 2 Name the father of psychology and the father of social psychology.
- 3 Define Aggression.
- 4 What is Social exclusion?
- 5 Define Prejudice.
- 6 What is Social influence?
- 7 Define group dynamics.
- 8 What is conflict?
- 9 Define crowd behaviour.
- 10 What is Social trap?

SECTION - B (25 Marks)

Answer ALL Questions

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

- 11 a Discuss the scope of social psychology as a stream of study.
OR
b Highlight the contributions made by cente and cooley to the field of social psychology.
- 12 a List the psychological factors that influence aggressive behaviour.
OR
b How can attitudes be influenced and behaviour changed?
- 13 a What is more important when it comes to personality and situation?
OR
b How are opinions formed? List the factors the lead to opinion formation.
- 14 a How do groups affect our behaviour?
OR
b How are we affected by pressures to conform and obey?
- 15 a How can we use our knowledge of social influence for positive purposes?
OR
b Define audience, and classify the audience and their qualities.

SECTION - C (30 Marks)

Answer any THREE Questions

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

- 16 Trace the development of social psychology from the early beginning to the present status.
- 17 How to increase empathy level among children, adolescents and young adults?
- 18 What is Persuasion? Discuss the advantages of persuasive communication.
- 19 Write short note on (i) Group performance (ii) Competition (iii) Social Facilitation (iv) Conformity