DECEMBER 2023 **U/ID 22803/URJ1A**

Time : Three hours Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 30 words each.

1. Define Social Psychology.
2. What is Learning?
3. Define Personality.
4. What is Heredity?
5. Define Crowd.
6. What is Riot?
7. Define Motivation.
8. What is Behaviouristic Approach?
9. Define Aggression.
10. Furnish any two types of Prejudice.
11. Define Mass Media.
12. What is Propaganda?

PART B — ($5 \times 5 = 25$ marks)

Answer any FIVE questions in 200 words each.

13. Discuss the Nature of Social Psychology.

14. Explain the importance of Social Psychology in the study of Society.

15. Discuss the relationship between Personality and Culture.

16. Describe the importance of Collective Behaviour in Society.

17. Write a note on the characteristics of Motivation.

18. Explain the causes of Prejudice with examples.

19. Discuss the dynamics of Public Opinion.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions in 500 words each.

20. Give a detailed account on the methods to study Social Psychology with suitable examples.

21. Explain the major types and traits of Personality with suitable examples.

22. Elucidate the Approaches to Study Motivation with suitable examples.

23. Elaborate the types and causes of Aggression with examples.

24. Critically Analyse the relation between Mass Media and Propaganda.

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