DECEMBER 2024 **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 meant by trait?
3. Define material culture.
4. What is 'self?
5. State an example for collective behaviour.
6. Define personality.
7. Define intra-person motivation.
8. Define Cognition.
9. What is Aggressive behaviour?
10. What is meant by Prejudice?
11. Define Attitude change.
12. Define mass media.

PART B — ($5 \times 5 = 25$ marks)

Answer any FIVE questions in 200 words each.

13. Explain the methods of Social Psychology.

14. List out the importance of Social Psychology.

15. Describe the influence of culture on Personality.

16. List out the features of riots with suitable example.

17. Explain intrinsic and extrinsic types of motivation with appropriate examples.

18. List down the types of Prejudice.

19. Explain the dynamic of public Opinion.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions in 500 words each.

20. Explicate the nature and scope of Social Psychology.

21. Describe the types of Personality and traits.

22. List out the salient features of crowd and mob with suitable examples.

23. Bring out Humanistic and Cognitive approaches of motivation with appropriate examples.

24. Critically analyse the Principles, techniques and Social effects of Propaganda.

———————