MAY 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. List down any three methods to study Social Psychology.

3. List down any two types of personality.

4. Define Culture.

5. Define Mobs.

6. What is Collective Behaviour?

7. Define Intrinsic Behaviour.

8. Furnish any two characteristics of Motivation.

9. Define Prejudice.

10. List down any two types of Aggression.

11. What is Public Opinion?

12. Define Attitude.

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions in 200 words each.

13. Explain the scope of Social Psychology with examples.

14. Discuss the major methods used to study Social Psychology.

15. Describe the types of Personality traits with examples.

16. Explain the characteristics and functions of Crowd with suitable examples.

17. Discuss the major types of Motivation with examples.

18. Describe the Causes of Aggression.

19. Explain the formation of Attitudes.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Elucidate the nature and importance of Social Psychology in Society.

21. Critically Analyse the interrelationship between Personality and Culture.

22. Explicate the major approaches to study Motivation with suitable examples.

23. Explain the types and causes of prejudice in Society and its impact with suitable examples.

24. Give a detailed account on the Principles and Techniques of Propaganda.

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