MAY 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 Psychology
2. What is meant by trait?
3. Define culture
4. Define 'self'
5. Define collective behaviour
6. Define personality
7. Define intra-personal motivation
8. Define Cognition
9. Define Aggressive behaviour
10. State any two examples for Prejudice
11. Define Attitude
12. State any four examples of 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. Write a short note on the influence of culture on personality.

16. Explain the features of riots with suitable example.

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

18. List down the types of Prejudice.

19. Explain the dynamics of public opinion.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions in 500 words each.

20. Describe the nature and scope of Social Psychology.

21. Enumerate the types of Personality and traits.

22. Explicate the characteristics of crowd and mob with suitable examples.

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

24. Elucidate the Principles, techniques and Social effects of Propaganda.

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