MAY 2025 **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. Define Social Psychology.
3. Define material culture.
4. Define intra-personal motivation.
5. What is "self"?
6. Define personality
7. What is meant by trait?
8. What is meant by Prejudice?
9. Define Cognition.
10. What is Aggressive behaviour?
11. State an example for collective behaviour.
12. Define Attitude change.

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions in 200 words each.

13. Explain the significance of Social Psychology.

14. Explain the relationship between culture and personality.

15. Explain the scope of Social Psychology.

16. Assess the nature and development of mob culture in India.

17. List out the characteristics of motivation.

18. Explain the method of formation of attitudes.

19. Analyse the Role and functions of Public opinion in the field of Mass media.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Describe the Nature and different methods of Social Psychology.

21. "The types of personality and traits shape Social progress" - Substantiate.

22. Enumerate the types and causes of aggression.

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

24. Elaborate the principles, techniques and Social effects of Propaganda.

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