

**DECEMBER 2017**

**U/ID 14803/URQA**

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Time : Three hours

Maximum : 100 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions each in 50 words.

1. Define Social Psychology.
2. What is the objective of diagnostic method?
3. What do you mean by evaluation effect?
4. What is stereo type?
5. Define culture.
6. What is social independence?
7. What does propaganda refer to?
8. Who is an autocratic leader?
9. Mention the role of feedback in communication.
10. Disclose the function of empathy in communication?

PART B — (5 × 6 = 30 marks)

Answer ALL questions each in 250 words.

11. (a) List out the merits and demerits of interview method.

Or

- (b) Narrate the merits of case study method.

12. (a) Write a note on social motives and behaviour.

Or

- (b) How does birth order influence the personality?

13. (a) Elaborate cohesiveness and its importance.

Or

- (b) Differentiate the social dependence from independence.

14. (a) What are the dynamics of public opinion?

Or

- (b) Bring out the instruments of propaganda.

15. (a) Describe the relevance of inter-personal communication skills.

Or

- (b) Sketch out the functions of mass communication.

PART C — (5 × 10 = 50 marks)

Answer ALL questions each in 500 words.

16. (a) Discuss the scope and importance of Social Psychology.

Or

- (b) Elaborate various types of observation.

17. (a) Define attitude and discuss its nature.

Or

- (b) Explain the measurement of attitudes.

18. (a) Examine the inter-relationship between culture and personality.

Or

- (b) Write an essay on role and personality formation.

19. (a) Define leadership and delineate its characteristics.

Or

(b) Define leader and bring out the functions of leader.

20. (a) How does communication is perceived by laymen and psychologists?

Or

(b) Define mass communication and discuss its characteristics.

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