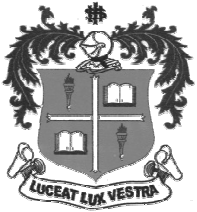


LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.A. DEGREE EXAMINATION – SOCIOLOGY

FIFTH SEMESTER – APRIL 2013

SO 5402 - SOCIAL PSYCHOLOGY

Date : 10/05/2013
Time : 1:00 - 4:00

Dept. No.

Max. : 100 Marks

PART A

Answer ALL questions in about 30 words each

(10 x 2=20 marks)

1. What is psychology?
2. Define social psychology.
3. What are the four important components of one's identity?
4. What is meant by gender stereotyping?
5. Define collective behavior.
6. What is meant by polarization?
7. What is public opinion?
8. Write a note on the importance of public opinion in politics.
9. Define intergroup conflict.
10. State the meaning of threats and counter threats.

PART B

Answer any FIVE questions in about 300 words each

(5 x 8=40 marks)

11. Briefly describe the field of social psychology and state its importance.
12. What are high and low self monitors? Explain Snyder's scale to measure self monitoring.
13. Define self efficacy. Explain its importance in an individual's life.
14. Define crowd. Enumerate the types of crowd.
15. What are the stages in the formation of public opinion? Explain.
16. Define group. Describe the nature of intergroup relations.
17. Discuss the causes and consequences of terrorism.

PART C

Answer any TWO questions in about 1,200 words each.

(2 x 20=40 Marks)

18. Define self-esteem? Analyze the causes of low self esteem and suggest ways to cultivate high self esteem.
19. Explain the characteristics of audience and highlight the differences between crowd audience and mobs.
20. Discuss the importance of public opinion in business and administration and explain the role of mass media in the formation of public opinion.
21. Explain the escalating path of conflict and suggest ways to reduce conflict and improve inter group relations.
