



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.A. DEGREE EXAMINATION – SOCIOLOGY

FIFTH SEMESTER – APRIL 2018

SO 5402- SOCIAL PSYCHOLOGY

Date: 08-05-2018
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART – A

Answer **ALL** questions in about **30 words** each:

(10×2=20 marks)

- 01) Define social psychology.
- 02) What is hedonism?
- 03) What is meant by self-concept?
- 04) Define self-efficacy.
- 05) What is collective mobilization?
- 06) What is meant by crowd?
- 07) What is meant by public opinion?
- 08) State any four agencies of mass media.
- 09) What is meant by discontinuity effect?
- 10) What is intergroup conflict?

PART – B

Answer any **FIVE** questions of the following in about **300 words** each:

(5×8 =40 marks)

- 11) Delineate the goals and applications of social psychology.
- 12) Examine the signs of people with low self-monitoring.
- 13) Briefly explain Bem's sex role inventory.
- 14) Highlight the nature and characteristics of crowd.
- 15) Elucidate the importance of public opinion.
- 16) Briefly explain 'foot in the door' technique.
- 17) Explicate the escalating path of conflict and ways to resolve it.

PART – C

Answer any **TWO** of the following in about **1200 words** each:

(2×20 =40 marks)

- 18) Discuss the stages of socialization propounded by Sigmund Freud.
- 19) Analyze the causes of low self-esteem and suggest ways to cultivate high self-esteem.
- 20) Differentiate crowd from audience with suitable examples.
- 21) Elaborate the ways to reduce conflict and to improve intergroup relations.

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