

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.A. DEGREE EXAMINATION – SOCIOLOGY

FIFTH SEMESTER – NOVEMBER 2013

SO 5402 - SOCIAL PSYCHOLOGY

Date : 18/11/2013
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

PART A

Answer ALL questions in about 30 words

(10x2= 20 marks)

1. How do biological sciences aid social psychology?
2. What is the role of multiculturalism in social psychology?
3. Define self-concept.
4. List the positive effects of self-efficacy.
5. Define self-focusing.
6. Define crowd.
7. State the difference between crowd and audience.
8. How did Kimbal Young classify audience?
9. What is public opinion?
10. State any three consequences of conflict.

PART B

Answer any FIVE questions in about 300 words each

(5x8 = 40 marks)

11. Define and explain the role of self-monitoring in self development
12. Elucidate the role of family in gender development.
13. What are different sources of Self-efficacy? Explain.
14. Explain the characteristics of crowd.
15. Enumerate the propaganda techniques in public opinion.
16. What is intergroup conflict? How does it emerge and escalate?
17. Explain the personal and shared bases of prejudice.

PART C

Answer any TWO questions in about 1200 words each

(2X20 = 40 marks)

18. Discuss the nature, scope and importance of social psychology.
19. "Sex is biological and Gender is social" Substantiate.
20. Delineate the steps in the formation of public opinion and discuss its importance.
21. Evaluate the methods and techniques of resolving intergroup conflict.
