

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**



**B.A. DEGREE EXAMINATION – SOCIOLOGY**  
**FIFTH SEMESTER – NOVEMBER 2019**  
**16/17USO5ES01 – SOCIAL PSYCHOLOGY**

Date: 06-11-2019  
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 self-reference effect?
- 03) What is known as the ABC of self?
- 04) Define self-esteem.
- 05) What is meant by de-individuation?
- 06) Define mob.
- 07) What is persuasion?
- 08) Mention any two disadvantages of mass media.
- 09) What is meant by intergroup conflict?
- 10) What is conflict resolution?

**PART – B**

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

**(5×8 = 40 Marks)**

- 11) Delineate the applications of social psychology.
- 12) Examine the self-presentation tactics adopted by an individual.
- 13) Briefly explain self-efficacy as a component of self.
- 14) Highlight the characteristics of crowd.
- 15) Differentiate crowd from audience.
- 16) Elucidate the nature and characteristics of public.
- 17) Explicate the positive value of conflict.

**PART – C**

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

**(2×20 = 40 Marks)**

- 18) Critically analyse Sigmund Freud's 'stages of socialization'.
- 19) Classify the types of crowd with examples.
- 20) Define propaganda and discuss various propaganda techniques.
- 21) Elaborate the escalating path of conflict and suggest ways to reduce conflict.

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