

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.A. DEGREE EXAMINATION – SOCIOLOGY

FIFTH SEMESTER – APRIL 2010

SO 5402 - SOCIAL PSYCHOLOGY

Date & Time: 29/04/2010 / 9:00 - 12:00 Dept. No.

Max. : 100 Marks

PART A

Answer ALL questions in about 30 words each

(10 x 2 = 20 marks)

1. Define social psychology
2. What are the various components of self?
3. Differentiate self esteem and self efficacy.
4. What is systematic de-sensitization?
5. Differentiate crowd and mob.
6. What is differential participation in crowd?
7. Define public opinion.
8. What is the role of mass media in public opinion?
9. What is terrorism?
10. What is the positive value of conflict?

PART B

Answer any FIVE questions in about 300 words each

(5 x 8 = 40 marks)

11. Describe the field of social psychology and highlight its importance on the applied side.
12. What is self-monitoring? How do you measure self-monitoring with the help of Snyder's scale?
13. Explain BEM's sex role inventory and analyse the effects of gender at home.
14. What is a mob? Describe the characteristics of mob behaviour.
15. Classify and explain crowd according to Roger Brown.
16. Describe the various stages in the formation of public opinion.
17. What is a group? Explain why people join groups.

PART C

Answer any TWO questions in about 1,500 words each.

(2 x 20 = 40 Marks)

18. What are the qualities of people with low self esteem? Analyze its causes and suggest ways to cultivate high self esteem.
19. Describe the characteristics of crowd and explain the difference between crowds and audience.
20. Highlight the importance of public opinion in politics and administration.
21. What is inter- group conflict? Explain the escalating path of conflict and suggest ways to reduce conflict and improve inter group relations.
