



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.A. DEGREE EXAMINATION – SOCIOLOGY

FIFTH SEMESTER – APRIL 2014

SO 5402 - SOCIAL PSYCHOLOGY

Date : 11/04/2014
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

PART A

Answer ALL questions in about 30 words

(10x2= 20 marks)

1. Define Social Psychology.
2. Define self –esteem.
3. State the difference between sex and Gender.
4. What is meant by self-monitoring?
5. How does Albert Bandura define Self – efficacy?
6. List the positive effect of self-efficacy.
7. What is the difference between crowd and audience?
8. Define intergroup relations.
9. Define Sumner's Ethnocentrism.
10. Define Stereotypes.

PART B

Answer any FIVE questions in about 300 words each

(5x8 = 40 marks)

11. How do cognitive and multi-cultural perspectives aid social psychology?
12. Define self focusing and bring out its effects.
13. Explain the different sources of Self-efficacy.
14. Define Collective behaviour and explain its characteristics.
15. Explain the characteristics of Public Opinion.
16. What is the role of cognition in creating groups and in intergroup conflict?
17. Explain the relationship between mass media and public opinion.

PART C

Answer any TWO questions in about 1200 words each

(2X20 = 40 marks)

18. Discuss the various factors that affect the social behaviour of people.
19. Discuss the process of Gender Socialization in our society.
20. Discuss the meaning and importance of Public opinion and explain the process of public opinion formation in democracy.
21. Write an essay on intergroup conflict and discuss the ways and means of reducing conflict.
