



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

**B.A. DEGREE EXAMINATION – SOCIOLOGY**

**FIFTH SEMESTER – NOVEMBER 2014**

**SO 5402 - SOCIAL PSYCHOLOGY**

Date : 12/11/2014  
Time : 09:00-12:00

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 is social behavior?
3. What are the four “A”s of high self-esteem?
4. Define self efficacy.
5. What is meant by collective behaviour?
6. Who are mobs?
7. Define public opinion.
8. Mention any three agents of public opinion.
9. What is meant by inter- group conflict?
10. What is terrorism?

**PART – B**

**Answer any FIVE questions in about 300 words each:**

**(5 x 8=40 marks)**

11. Describe the field of social psychology.
12. Differentiate sex and gender. Explain the biological determinants of sex.
13. What is self monitoring? Explain high and low self monitors with examples.
14. Define crowd. Elucidate the characteristics of crowd.
15. Differentiate audience from crowd with examples.
16. Explain the importance of public opinion in politics.
17. Define groups. Explain why people join groups.

**PART – C**

**Answer any TWO questions in about 1,200 words each:**

**(2 x 20=40 marks)**

18. Define self esteem. Analyze the causes of low self esteem and suggest ways to cultivate high self esteem.
19. Explain the various types of crowd according to Roger W. Brown and Kimball Young.
20. Discuss the stages and agencies in the formation of public opinion.
21. Explain the causes of inter -group conflict and suggest ways of reducing conflict and improving inter group relations.

**\$\$\$\$\$\$**