



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

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

**FIFTH SEMESTER – NOVEMBER 2016**

**SO 5402 – SOCIAL PSYCHOLOGY**

Date: 11-11-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

**PART A**

**Answer ALL questions in about 30 words each:**

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

1. Define social psychology.
2. What are the goals of social psychology?
3. Define self- ideal discrepancy.
4. Differentiate alternate self from working self.
5. Define collective behavior.
6. What is a mob?
7. Define public opinion.
8. Mention any two agents of public opinion.
9. What is discontinuity effect?
10. Define saving face.

**PART B**

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

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

11. Briefly describe the field of social psychology.
12. Explain the biological determinants of sex.
13. Define self- monitoring. Bring out the characteristics of high and low self- monitors.
14. What is a crowd? Elucidate the characteristics of crowd.
15. Explain the types of crowd according to Robert Brown.
16. Outline the importance of public opinion in elections and politics.
17. Define group. Why do 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. Highlight the characteristics of mobs. Explain the differences between mobs and audience.
20. Discuss the various stages and agents in the formation of public opinion.
21. Differentiate intra group conflict from inter group conflict. Examine the escalating path of inter group conflict and suggest ways of reducing conflict and improving inter group relations.

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