



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.A. DEGREE EXAMINATION – SOCIOLOGY

FIFTH SEMESTER – NOVEMBER 2017

SO 5402 - SOCIAL PSYCHOLOGY

Date: 15-11-2017
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) What is hedonism?
- 02) State any four areas of inquiry in social psychology.
- 03) What is meant by self-concept?
- 04) Define self-monitoring.
- 05) Why do people join groups?
- 06) What is meant by conventional crowd? Give an example.
- 07) State any four agencies of public opinion.
- 08) Define mass media.
- 09) What is discontinuity effect?
- 10) Define social loafing.

PART – B

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

(5×8 =40 marks)

- 11) Delineate the goals and the field of social psychology.
- 12) Examine the signs of people with low and high self-monitoring.
- 13) Briefly discuss the first three stages of socialization.
- 14) Highlight the nature and characteristics of crowd.
- 15) Trace the link between mass media and public opinion formation.
- 16) Briefly explain 'foot in the door' and 'door in the face' techniques.
- 17) Explicate the nature of intergroup relations.

PART – C

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

(2×20 =40 marks)

- 18) Discuss the biological determinants of sex and analyze Sharon Bem's sex role inventory.
- 19) Analyze the causes of low self-esteem and suggest ways to cultivate high self-esteem.
- 20) Define crowd. Differentiate crowd from audience with suitable examples.
- 21) Elaborate on the escalating path of conflict and ways to resolve it.

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