LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

FIFTH SEMESTER – **NOVEMBER 2012**

# SO 5402 - SOCIAL PSYCHOLOGY

Date : 16/11/2012 Dept. No. Max. : 100 Marks

Time : 9:00 - 12:00

**PART A**

**Answer ALL questions in about 30 words each: (10×2= 20 marks)**

1. How do biological sciences aid social psychology?
2. What is the role of multiculturalism in social psychology?
3. Define self-concept
4. List the positive effect of self-efficacy
5. Define self-focusing.
6. Define crowd.
7. What is public opinion?
8. What is intergroup relations
9. What is conflict?
10. State any three consequences of conflict

**PART B**

**Answer any FIVE questions in about 300 words each: (5×8 = 40 marks)**

1. Elucidate the role of social psychology in the new Millennium.
2. Define and explain the role of self-monitoring in self development.
3. What is role of family in gender development?
4. Enumerate the propaganda techniques in public opinion.
5. What is intergroup conflict and what causes it to emerge and escalate?
6. Explain the personal and shared bases of prejudice.
7. Explain the different methods of measuring Public opinion.

**PART C**

**Answer any TWO questions in about 1200 words each: (2×20 = 40 marks)**

1. What is the Sociological significance of social psychology? Discuss.
2. Sex is biological and Gender is social” discuss with examples.
3. Delineate the steps in the formation of public opinion.
4. Elucidate the techniques to resolve intergroup conflict.

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