LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

FIFTH SEMESTER – APRIL 2011

# SO 5402 - SOCIAL PSYCHOLOGY

Date : 25-04-2011 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. What is social psychology?
2. Mention any to goals of social psychology.
3. Define self ideal discrepancy.
4. What is the difference between sex and gender?
5. Define self.
6. What is self monitoring?
7. Define collective behaviour.
8. What are active and passive crowd?
9. Give the meaning of public opinion.

10. What is meant by inter- group conflict?

**PART B**

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

1. Describe the field of social psychology.
2. Explain the role of self efficacy in snake phobia.
3. Describe the self monitoring scale devised by Snyder.
4. Highlight the important differences between crowd and audience.
5. Classify and explain crowd according to Kimbal Young.
6. Discuss the importance of public opinion in administration and government.
7. Define groups. Highlight the role of cognition in inter- group relations.

**PART C**

**Answer any TWO questions in about 1,200 words each. (2 ×20=40 marks)**

1. Analyze the causes of high and low self esteem and suggest ways to cultivate high self esteem.
2. Explain the characteristics of crowd with examples and differentiate crowd from mobs.
3. Define public opinion and describe the various steps in the formation of public opinion.
4. Describe the escalating path of conflict and its positive value and suggest ways to reduce conflict.

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