

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.A. DEGREE EXAMINATION – SOCIOLOGY

FIFTH SEMESTER – NOVEMBER 2007

SO 5402 - SOCIAL PSYCHOLOGY

AO12

Date : 06/11/2007
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

PART-A

Write a short note on the following in about 30 words each: (2 x 10 = 20 Marks)

1. Crowd
2. Mass Media
3. False consensus effect
4. Applied Sociology
5. Prejudice
6. Motivated Scepticism
7. Attribution Bias.
8. Public opinion
9. Pleasure Principle.
10. Propaganda.

PART-B

Answer any FIVE questions in about 300 words each: (5 x 8 = 40 Marks)

11. Evaluate the theories of gender identity.
12. Explain the phenomenon of 'self-reference effect'
13. What are the factors that are responsible for relative deprivation?
14. What do you think are the major causes for the rise of terrorism in the modern day world?
15. Explain the interrelationship between mass media and inter-group conflict.
16. Describe the goal of social psychology.
17. Write a short note on the meaning and characteristics of mob behaviour.

PART-C

Answer any TWO questions in about 1200 words each: (2 x 20 = 40 Marks)

18. Discuss the various means of reducing conflict
19. Elucidate the steps involved in formation of public opinion.
20. Define crowd. Describe its types and characteristics.
21. Give your reasons for the need for social psychology as a discipline in the modern day context.
