LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

FIFTH SEMESTER – **APRIL 2012**

# SO 5402 - SOCIAL PSYCHOLOGY

 Date : 30-04-2012 Dept. No. Max. : 100 Marks

 Time : 1:00 - 4:00

 **PART A**

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

1. Define social psychology.
2. What is social behavior?
3. Define self-efficacy.
4. Mention the important components of self.
5. Define collective behaviour.
6. What are the characteristics of mobs?
7. What is public opinion?
8. List the steps involved in the formation of public opinion.
9. What are the ways of reducing inter group conflict?
10. State the positive value of conflict.

**PART B**

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

1. Elucidate the different fields of social psychology.
2. What is self- monitoring? Describe the self-monitoring scale devised by Snyder.
3. ‘Gender maleness or femaleness is a crucial aspect of identity’ – Discuss with BEM’s sex role inventory.
4. Describe the characteristics of crowd with examples.
5. Highlight the importance of public opinion in administration and politics.
6. Define groups. Identify the reasons for people to join groups.
7. Explain the nature of intergroup relations and suggest ways for improving it.

**PART C**

**Answer any TWO questions in about 1,200 words each: (2 x 20=40 Marks)**

1. Explain the goals of social psychology and dwell on its applied side.
2. Analyse the causes of high and low self- esteem. Suggest ways to cultivate high self-esteem.
3. Explain various types of crowd? Differentiate crowd from audience and mobs.
4. What is intergroup conflict? Discuss on the emotions involved, threats and counter threats and saving face in conflicts.

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