

Reg No. :

(2 Pages)

N 9689

Name :

SECOND SEMESTER M.S.W. DEGREE EXAMINATION, DECEMBER 2004

Subject : Social Work

Paper X - SOCIAL PSYCHOLOGY

Time : Three Hours

Maximum : 80 Marks

Part I

Answer any six questions.

Each answer carries 3 marks.

Answer to a question is limited to 100 words.

Write notes on

1. Stereotypes.
2. Attitudes.
3. Autocratic leader.
4. Rumours.
5. Individuality.
6. Group & Crowd.
7. Mass Media.
8. Social Psychology as an applied science.
9. Prejudice.

Part II

Answer any five questions.

Each answer carries 6 marks.

Answer to a question is limited to 200 words.

10. How does functional selectivity work in the process of perception ?
11. Explain the factors influencing change in attitudes.
12. Describe how 'grape vine' influence social relationship.
13. What are the factors responsible for the spread of rumours ?
14. Describe the influence of TV or a mass media.
15. How does the crowd influence the behaviour of individuals ?
16. How can we measure variation in morale ?
17. What are the competencies and qualities, followers expect in a leader ?

Turn over



Part III

Answer any two questions.

Each question carries 16 marks.

Answer should not exceed 900 words.

18. What are the major determinants of perception. How does perception effect human behaviour ?
19. Distinguish between the characteristics of a crowd and an audience.
20. How does leadership emerge in a group situation ?