



M 14765

Reg. No. : .....

Name : .....

**II Semester M.S.W. Degree Examination, July 2008**  
**Paper – X : SOCIAL PSYCHOLOGY**

Time : 3 Hours

Max. Marks : 80

**PART – I**

1. What is meant by 'Stereotype' ?
2. What are the different forms of power ?
3. Highlight any three primary functions of a leader.
4. Describe any two problems of mass media in public opinion formation.
5. What are prejudices ?
6. Specify some barriers to communication.
7. Specify any two techniques of propaganda.
8. Enumerate the characteristics of high and low morale.
9. Mention two major determinants of perception. (6×3=18)

**PART – II**

10. Explain public opinion as a process.
11. How do you counteract misleading propaganda ?
12. Explain the impact of group on individual's behaviour.
13. What are the psychological basis of propaganda ?

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14. Explain the formation and change of attitudes.
15. Explain meaning and determinants of group morale.
16. Distinguish between crowd and audience.
17. Distinguish between publicity and propaganda with examples. (5×6=30)

PART – III

18. Discuss social psychology as an applied science.
19. Describe the application of social psychology in social work practice.
20. Explain causes and spread of rumour. How would you check on propagation of rumours ? (2×16=32)