

Reg. No. :

M 12043

Name :

Second Semester M.S.W. Degree Examination, June 2006
(Paper – X) : SOCIAL PSYCHOLOGY

Time: 3 Hours

Max. Marks: 80

PART – I

Answer any **six** questions. **Each** answer carries **3** marks. Answer to a question is limited to **100** words.

Write notes on:

1. Define Social Psychology.
2. Enumerate the important techniques of propaganda.
3. What is meant by selectivity of perception ?
4. Describe the characteristics of low morale.
5. Describe the role of media in changing attitudes.
6. What is Rumor ?
7. Enumerate the differences between an crowd and audience.
8. What are the personality characteristics of leaders ?
9. List out the characteristics of 'Prejudice'.



(6×3=18)

PART – II

Answer any **five** questions. **Each** answer carries **6** marks. Answer to a question is limited to **200** words.

10. "Social psychology is an applied science" – Justify.
11. Discuss the major determinants of perception.
12. Describe the process of evolution of leadership in a group.

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13. Explain the determinants of group morale.
14. Discuss the ways to which attitude change takes place.
15. Briefly describe the characteristics and causes of prejudice.
16. Explain the circumstances responsible for spread of rumour with examples.
17. Distinguish between publicity and propaganda with examples. (5×6=30)

PART – III

Answer any **two** questions. **Each** question carries **16** marks. Answer should not exceed **900** words.

18. Subject knowledge of social psychology is essential for an effective practice of social work'. Substantiate.
19. Define Propaganda. Explain how propaganda can be used in bringing about social change.
20. Discuss the significance of the term 'Group Morale'. Describe various ways in which group morale can be improved. (2×16=32)