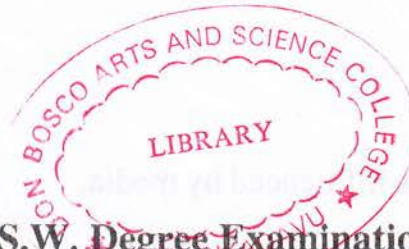




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Reg. No. : .....

Name : .....



**Second Semester M.S.W. Degree Examination, June 2010**  
**CC II : Paper – X SOCIAL PSYCHOLOGY**

Time : 3 Hours

Max. Marks : 80

## PART – I

Answer **any six** of the following :

Write short notes on :

1. Sources of rumour
2. Various types of audience
3. Social psychology
4. Indicators of low morale
5. Consequences of rumours
6. Charismatic leadership
7. Grapevine
8. Stereotype
9. Crowd.

(6×3=18)

## PART – II

Answer **any five** of the following :

10. Discuss the factors involved in the development of prejudice.
11. Explain the psychological basis of propaganda.
12. What is the role of media in propaganda ?

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13. Explain how attitudes are influenced by media.
14. Distinguish between stereotype and prejudice.
15. Describe the process of perception.
16. What are the personality characteristics of leaders ?
17. Explain the significance of social psychology in social work. (5×6=30)

PART – III

Answer **any two** of the following :

18. Define attitude. Explain how we can change attitudes of different groups of people.
19. Define propaganda. Explain its uses and misuses. Give examples from history.
20. Define social perception. What are the major determinants of perception ? Explain the role of perception in social interaction. (2×16=32)