

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086**  
**(For candidates admitted during the academic year 2023 – 2024)**

**M.Sc., DEGREE EXAMINATION, APRIL 2024**  
**PSYCHOLOGY**  
**SECOND SEMESTER**

**COURSE : CORE**  
**PAPER : APPLIED SOCIAL PSYCHOLOGY**  
**SUBJECT CODE : 23PY/PC/SP24**  
**TIME : 3 HOURS** **MAX. MARKS: 100**

<b>Q. No.</b>	<b>SECTION A (4 x 5 = 20 )</b>	<b>CO</b>	<b>KL</b>
	<b>Answer all the questions not exceeding 300 words</b>		
1.	a) Define applied social psychology. (or) b) Define Groupthink.	CO1	K1
2.	a) Discuss the importance of communication in social relationships. (or) b) What are automatic and deliberate thinking?	CO1	K1
3.	a) What is social facilitation? (or) b) Define altruism.	CO1	K2
4.	a) What are the consequences of non-conformity? (or) b) How do fear, shame, and guilt influence social behavior?	CO1	K2
<b>Q. No.</b>	<b>SECTION B (4 x 10 = 40 )</b>	<b>CO</b>	<b>KL</b>
	<b>Answer all the questions not exceeding 700 words</b>		
5.	a) Discuss the evolution of applied social psychology, highlighting key milestones and contributors. (or) b) Explain the Cognitive Dissonance Theory in detail.	CO2	K3
6.	a) Explain the role of heuristics in social cognition and provide examples. (or) b) Discuss strategies to overcome cognitive errors and biases in social cognition and communication.	CO2	K3
7.	a) Discuss the role of social norms in shaping perception and cognition. (or) b) Explore the ethical implications of social influence through manipulation.	CO3	K4
8.	a) Analyse the role of social psychologists in applied settings. (or) b) Discuss the impact of social norms on individual behavior	CO3	K4

Q. No.	SECTION C (2 x 20 = 40) Answer any 2 questions not exceeding 1200 words	CO	KL
9.	a) Discuss the implications of social identity theory in the context of criminal justice b) Discuss the role of social psychology in addressing community issues such as homelessness, crime prevention, or environmental conservation.	CO4	K5
10.	a) Evaluate the basic channels of nonverbal communication. How can one recognize deception through nonverbal cues? b) Explain the concept of intergroup contact theory and how it can be used to promote positive interactions among diverse groups within a community.	CO4	K5
11.	a) Compare and contrast the effectiveness of different strategies for reducing prejudice and discrimination in media representations. b) Describe the impact of cultural norms and values on individual behavior and decision-making processes	CO4	K5
12.	a) Reflect on the ethical considerations involved in studying and utilizing social influence techniques. b) Analyze the challenges and opportunities in applying social psychology principles to promote inclusivity and equity in culturally diverse societies.	CO4	K5
		CO5	K6

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