

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

M.Sc., DEGREE EXAMINATION, APRIL 2026
PSYCHOLOGY
SECOND SEMESTER

COURSE : CORE
PAPER : APPLIED SOCIAL PSYCHOLOGY
SUBJECT CODE : 23PY/PC/SP24
TIME : 3 HOURS

MAX. MARKS: 100

Q. No.	SECTION A Answer all the questions not exceeding 300 words (4 x 5 = 20 marks)	CO	KL
1.	a) Describe various roles of applied social psychologists. (or) b) Examine the ways to recognize deception through nonverbal cues, and its effects on social relations.	CO1	K1
2.	a) Recall the methods of data collection in applied social psychology. (or) b) Examine the ways to reduce the harmful effects of exposure to violent sexual material.	CO1	K1
3.	a) Explain the strategies for inducing Pro-Environment Behavior. (or) b) Summarize the origins of community psychology.	CO1	K2
4.	a) Illustrate Hofstede's Cultural Taxonomy using any nation as an example. (or) b) Differentiate between communication as a transaction and as a tool.	CO1	K2
Q. No.	SECTION B Answer all the questions not exceeding 700 words (4 x 10 = 40 marks)	CO	KL
5.	a) Illustrate the cognitive dissonance theory. (or) b) A manager communicates approval by nodding, smiling, and giving a thumbs-up. Explain the significance of basic channels of non-verbal communication.	CO2	K3
6.	a) Explain the impact of social influence through manipulation using examples. (or) b) Analyse the effects of Media Violence using current media trends.	CO2	K3
7.	a) Evaluate the origins of criminal behavior. (or) b) Analyze the effects of prejudice and stigmatization.	CO3	K4
8.	a) Evaluate the role of internet as a community and source of help. (or) b) Appraise the social psychology of crime using suitable examples.	CO3	K4
Q. No.	SECTION C Answer any 2 questions not exceeding 1200 words (2 x 20 = 40 marks)	CO	KL
9.	a) "The mere presence of other persons, even if they are total strangers, can strongly affect our behavior" –Justify social facilitation. (10 marks)	CO4	K5
	b) Propose any two research strategies in applied social psychology to reduce workplace discrimination. (10 marks)	CO5	K6

10.	a) Distinguish between automatic and deliberate processing. (10 marks)	CO4	K5
	b) Develop a socially informed policy framework using principles of applied social psychology to improve the functioning of police investigation, courtroom procedures, and prisons. (10 marks)	CO5	K6
11.	a) Evaluate the social influence through obedience. (10 marks)	CO4	K5
	b) Propose strategies to deal with resource dilemmas. (10 marks)	CO5	K6
12.	a) Appraise the Opportunities and Challenges in diversity. (10 marks)	CO4	K5
	b) Propose an altruistic model for bystander effect. (10 marks)	CO5	K6
