

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2008-09 & thereafter)

SUBJECT CODE: **PY/AC/SP14**

B. A. DEGREE EXAMINATION, NOVEMBER 2010

BRANCH III – SOCIOLOGY

FIRST SEMESTER

COURSE : ALLIED – CORE

PAPER : SOCIAL PSYCHOLOGY

TIME : 3 HOURS

MAX.MARKS:100

SECTION – A

ANSWER ALL QUESTIONS. EACH ANSWER NOT TO EXCEED 50 WORDS. (10X2=20)

1. Define Communication.
2. Explain racial discrimination.
3. What do you mean by social influence?
4. Define attitude.
5. Why is feedback important in communication?
6. What is catharsis?
7. Give an example of how attitudes are formed by operant conditioning.
8. What are social norms?
9. Explain Likert's scale.
10. What are the types of aggression ?

SECTION – B

ANSWER ANY FIVE QUESTIONS. EACH ANSWER NOT TO EXCEED 250 WORDS.

(5X8=40)

11. Describe the indirect methods of measuring attitudes.
12. Explain the theories of aggression.
13. How does cohesion affect members of a social group?
14. Explain the different styles of leadership.
15. What are the qualities of an effective leader?
16. Explain nonverbal communication.
17. What are the effects of stereotypes ?
18. Explain the emotional sources of prejudice.

SECTION – C

ANSWER ANY TWO QUESTIONS. EACH ANSWER NOT TO EXCEED 1000 WORDS.

(2X20=40)

19. What are the barriers to communication?
20. Explain the nature and scope of Social Psychology.
21. What is cognitive dissonance? Explain how we can deal with it using appropriate examples.
22. Define conformity and explain the factors predicting conformity.
