

S/12/19 (M)

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 2475

JC

Unique Paper Code : 12111302

Name of the Paper : Applied Social Psychology-I

Name of the Course : B.A. (Hons.) Applied Psychology

Semester : III

Duration : 3 Hours

Maximum Marks : 75

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt **all** questions.
3. **All** questions carry equal marks.

1. Describe the nature of social psychology. Give the historical account of the growth of social psychology. (7,8)

**OR**

Differentiate social psychology from applied social psychology. What are the contributions of applied social psychology? (10,5)

P.T.O.

2. What do you understand by self? Explain how culture influences the understanding of self. (7,8)

**OR**

Describe the process of attribution. Discuss any one of the biases in attribution. (10,5)

3. Critically evaluate the theories of attachment and social exchange of intimate relationships with the help of suitable examples. (15)

**OR**

Why are relationships important? Describe the various types of relationships? (5,10)

4. Explain the process of attitude formation. Evaluate the different strategies for attitude change. (8,7)

**OR**

Describe the relationship between attitudes and behavior. Illustrate with examples. (15)

5. Write short notes on any **three** of the following :
- (i) Persuasion
  - (ii) Self esteem
  - (iii) Managing relationships
  - (iv) Self- disclosure in relationships
  - (v) Applications of social psychology (5,5,5)

**(300)**