

Set A

Unique Paper Code : 12111302_OC

Name of Paper : C 5, Applied Social Psychology-I (CBCS)

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

Semester : III

Duration : 3 Hours

Maximum Marks : 75

Attempt four questions.

All questions carry equal marks.

1. Define social psychology? Briefly discuss the emergence of social psychology. (18.75)
2. What do you mean by impression formation? Describe different techniques of impression management. (18.75)
3. Define interpersonal conflict. With suitable examples describe different types of relations and their management. (18.75)
4. Define ABC model of the attitude. Discuss the different factors that are important in persuasion. (18.75)
5. Define the meaning of the term 'Self'. Discuss the social and cultural aspects of the Self. (18.75)
6. Write short notes on any two of the following (18.75)
 - a. Influential theories of social psychology
 - b. Attribution biases
 - c. Cognitive dissonance
 - d. Attitude behavior relationship