

27/12/2023

Shrihari

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5228

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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 Number on the top immediately on receipt of this question paper.
2. All questions are compulsory.
3. Marks are equally divided and each Question is of 15 marks.

1. Briefly describe and critically evaluates symbolic interactionism and post modern approach of social psychology. (15)

P.T.O.

OR

Discuss the contribution of psychologists in the development of social psychology in India.

2. Define attribution. Discuss any two theories of attribution. (15)

OR

Discuss the process of impression formation and factors affecting it.

3. What is interpersonal attraction. Elaborate on the biases of interpersonal attraction. (15)

OR

Explain in detail Sternberg's theory of interpersonal relationships.

4. What are the components of attitude. Briefly discuss the factors affecting attitude formation. (15)

OR

Discuss attitude change through the process of persuasion. Cite relevant research evidences.

5. Write short notes on any **two** of the following : (7.5+7.5)

(a) Level of analysis

(b) Attribution bias

(c) When do attitude change and persuasion become difficult

(d) Impression management techniques