

4. Write an essay on the determinants of attraction.
5. Explain the factors responsible for Mass Communication.
6. Examine the process in the measurement of attitudes.
7. Enumerate the qualities of a good leader.
8. Write an essay on public Health.
9. Vividly explain the concept of social identify and social competition.
10. *Write short notes on any TWO of the following.*
 - (a) Pluralistic Ignorance.
 - (b) Consumer Behaviour.
 - (c) Social Pressure.
 - (d) Impression Formation.

Register Number :

Name of the Candidate :

5 2 4 3

B.Sc. DEGREE EXAMINATION, 2012

(PSYCHOLOGY)

(THIRD YEAR)

(PART - III)

(PAPER - VIII)

720. SOCIAL PSYCHOLOGY

May]

[Time : 3 Hours

Maximum : 100 Marks

Answer any FIVE questions.

ALL questions carry equal marks.

(5 × 20 = 100)

1. Thoroughly examine the developments of social psychology.
2. Estimate the various differences in male and female behaviour.
3. "Our attitude decides out altitude"-Comment.

Turn Over