

ANDHRA UNIVERSITY
Dr.L.B.COLLEGE
B.A DEGREE COURSE IN PSYCHOLOGY
III SEMESTER

PART A

5x5=25

Answer any FIVE from the following

1. Impression Formation
2. Propoganda
3. Attitude Formation
4. Social Role
5. Self Evaluation
6. Attribution
7. Experimental Method
8. Communication

PART B

5x10=50

Answer all the questions

9. a. Define social psychology? Discuss the nature and scope of social psychology.

(OR)

b. Explain the different methods in Social Psychology

10. a. Describe the errors in attribution.

(OR)

b. What is Social Perception? What is Social Interaction? Discuss the factors influencing Social perception.

11. a. Define Socialization? Discuss the process and goals of socialization.

(OR)

b. What are Social Motives and Incentives? Discuss briefly about the agencies of Socialization

12.a. What is the importance of Attitude Formation? Discuss briefly about the features of Attitudes.

(OR)

b. Explain any two scales of Attitude measurement.

13.a. Discuss in detail about the different types of communication.

(OR)

b. Explain about Formation and change of Public Opinion

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IV SEMESTER

PART A

5x5=25

Answer any FIVE from the following

1. Leadership
2. Prejudice.
3. Aggression.
4. Social Influence.
5. Compliance.
6. Stereotype.
7. Social Loafing.
8. Discrimination.

PART B

5x10=50

Answer all the questions

9. a. Explain the forms of Social Influence.

(OR)

- b. Explain about Tactics used in Compliance.

- 10.a. Discuss about the techniques of reducing Prejudice.

(OR)

- b. Discuss the nature and origin of Prejudice.

11. a. Discuss about the determinants of Human Aggression in detail.

(OR)

- b. What are the various ways to prevent and control Aggression?

12. a. Define Group. Explain the group Functions.

(OR)

- b. Explain the different types of Groups.

13.a. Explain the different types of leaders.

(OR)

b. What is Leadership Training? Briefly discuss the traits of a leader.