

(i) Printed Pages: 2

Roll No.

(ii) Questions : 9

Sub. Code :

1	7	6	9	0
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Exam. Code :

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B.A./B.Sc. (Hons.) 4th Semester

(2055)

SOCIOLOGY

Paper : Social Psychology

Time Allowed : Three Hours]

[Maximum Marks : 90

Note :— Question No. 1 is compulsory. Attempt **one** question each from Units I, II, III and IV.

1. Attempt any **nine** of the following :

- (a) Define Social Psychology
- (b) Collective Behaviour
- (c) Stages in which Perception occurs
- (d) Reference Group
- (e) Social Learning
- (f) Factors influencing Perception
- (g) Audience
- (h) Propaganda
- (i) Charismatic Leader
- (j) FOUR features of social groups
- (k) Name any two propaganda techniques
- (l) Mob.

2×9=18

UNIT—I

2. Explain the nature and scope of Social Psychology. 18

OR

3. How does sociology intersect with social psychology ? Describe the importance of social psychology in understanding human behaviour within societal contexts ? 18

UNIT—II

4. Define Attitudes. How are they formed ? Discuss their importance in work environment. 18

OR

5. How do intrinsic and extrinsic motivations influence individual behavior motivation ? Discuss Maslow's Need Hierarchy theory of motivation. 18

UNIT—III

6. What do you mean by Social Groups ? Discuss its various types. 18

OR

7. Define crowd. Describe its different types with examples. 18

UNIT—IV

8. Discuss in detail the concept of Public Opinion. 18

OR

9. Explain the concept of leadership and discuss the qualities that contribute to successful leadership. 18