

**B. A./B. Sc./B. COM. DEGREE END SEMESTER EXAMINATION – OCT. 2020: JANUARY 2021****SEMESTER – 5: SOCIOLOGY (OPEN COURSE)****COURSE: 15U5OCSOC1: ELEMENTS OF SOCIAL PSYCHOLOGY**

*(Common for Regular 2018 admission and Improvement 2017/ Supplementary 2017/2016/2015 admissions)*

Time: Three Hours

Max. Marks: 75

**PART A**

(One word /sentence/questions).

**Answer all questions. Each question carries 1 mark.**

1. Give an example for direct propaganda
2. What are the body types put forward by Ernst Kretschmer?
3. Name a Visual Projective Technique
4. What is attitude?
5. Name the biological component of personality
6. What is a crowd?
7. Name a qualitative method used to measure social relationships?
8. Which theory states that people are pulled towards behavior that lead to rewards?
9. What is an instinct?
10. What is the cardinal trait? (1 x 10 =10)

**PART B (Short answer Questions)**

**Answer any eight questions in not more than 50 words.**

**Each question carries 2 marks.**

11. Clinical Method
12. Intrinsic Motivation
13. Propaganda
14. Adolescence
15. Audience
16. Operant Conditioning
17. Oedipus Complex
18. Superego
19. Personality
20. Case Study (2 x 8 =16)

**PART C (Short Essays).**

**Answer any five questions in not more than 200 words each.**

**Each question carries 5 marks.**

21. Explain the different types of propaganda
22. Describe the Instinct Theory of Motivation
23. State the differences between a crowd, mob and audience

24. Briefly explain the Likert Scaling technique.
25. Primary group is an incubator for personality. Discuss
26. Examine the scope and importance of Social Psychology
27. Explain the psycho-sexual stages of personality according to Freud (5 x 5 = 25)

**PART D**

***Answer any two questions in not more than 500 words each.***

***Each question carries 12 marks.***

28. Compare and contrast the Type theory and Trait theory of personality
29. Elaborate on the different methods used in Social Psychology
30. Explain the nature and types of motivation
31. Write an essay on the types of masses in society (12 x 2 =24)

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