

B.A./B.Sc./B.COM. DEGREE END SEMESTER EXAMINATION - NOVEMBER 2025**UGP (HONS.) SEMESTER 1: MULTI-DISCIPLINARY COURSE****COURSE: 25UBSWMDC101: PRO-SOCIAL BEHAVIOUR AND ACTIVE CITIZENSHIP***(For Regular 2025 Admission)*

Time : 1 Hour

Max. Marks: 35

PART A**Answer any 5 (3 marks each)**

1. List any two benefits of pro-social behaviour for society. (CO 1)
 2. Why is empathy-altruism hypothesis theory considered truly altruistic? (CO 4)
 3. How does religious teaching encourage prosocial behaviour? (CO 4)
 4. What makes altruism different from other forms of prosocial behaviour?
(CO3, CO4)
 5. What role does marketing campaigns play in social change? (CO1, CO5)
 6. Mention two barriers to people's participation. (CO 4)
 7. Explain how cooperation can be a form of social exchange. (CO1, CO5)
- (3 x 5 = 15)**

PART B**Answer any 2 (10 marks each)**

8. Discuss the characteristics of prosocial behaviour. (CO1, CO3)
 9. Define the concept of culture of silence. Discuss its major causes with relevant examples. (CO4)
 10. One student donates to charity to gain recognition, while another quietly volunteers to help flood victims without seeking attention. Which action is altruistic, and which is prosocial but not altruistic? Explain your reasoning.
(CO 2)
 11. How will you use social media to raise awareness about a social issue responsibly?
(CO 5)
- (10 x 2 = 20)**