

MASTER OF ARTS (PSYCHOLOGY)

Term-End Examination

December, 2015

05251

MPC-004 : ADVANCED SOCIAL PSYCHOLOGY

Time : 2 hours

Maximum Marks : 50

Note : All sections are compulsory.

SECTION A

Answer any two of the following questions in about 500 words each :

2×10=20

1. Define prejudice and discrimination. Discuss the importance of the study of prejudice and discrimination in Indian society. 3+7
2. What do you mean by main effect and interactional effect in experimental research ? Discuss the importance of control group in research. 5+5
3. Trace the history of the emergence of social psychology. Discuss its importance in the present day society. 4+6
4. Define the concept of group dynamics. Discuss the role of communication and cohesion in group dynamics. 3+7

SECTION B

Answer any **four** of the following questions in about
300 words each :

4×6=24

5. Explain Asch's studies on conformity. 6
6. Differentiate between the following : 6
 - (a) Attitude and Belief
 - (b) Methods of data collection and methods of data analysis
7. Discuss the evolutionary theory of interpersonal attraction. 6
8. Define and discuss group and its characteristics. 3+3
9. Discuss the role of classical and operant conditioning on the formation of attitudes. 6

SECTION C

Write short notes on any two of the following in about 100 words each :

2×3=6

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| 10. Group Mind | 3 |
| 11. Interpersonal Attraction | 3 |
| 12. Empathy-Altruism Hypothesis | 3 |
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