

This question paper contains 2 printed pages]

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S. No. of Question Paper : 8201

Unique Paper Code : 12111302

GC

Name of the Paper : Applied Social Psychology—I

Name of the Course : B.A. (Hons.) Applied Psychology

Semester : III

Duration : 3 Hours

Maximum Marks : 75

(Write your Roll No. on the top immediately on receipt of this question paper.)

Attempt all questions.

All questions carry equal marks.

1. Define applied social psychology. Explain the relevance of theories in understanding social psychology. 5,10

Or

Describe the nature of social psychology giving suitable examples. 15

2. Define self. Describe the process of person perception. 5,10

Or

Explain the cognitive approach to understand self. Describe the different strategies of impression management. 7,8

3. Define attitudes. Describe the process of resistance to attitude change. 5,10

Or

Describe the nature of attitudes. Discuss the factors affecting the process of persuasion. 10,5

P.T.O.

4. Discuss the nature of relationships. Describe various types of interpersonal conflicts. 10,5

Or

Define close relationships. Explain how closeness is maintained in different types of relationships. 5,10

5. Write short notes on any *two* of the following : 7.5+7.5

- (a) Attitudes and behaviour
- (b) Role of communication in relationships
- (c) Applications of social psychology
- (d) Self-biases.