

M.A. IN PSYCHOLOGY (MAPC)

Term-End Examination

01232

June, 2014

MPC-004 : ADVANCED SOCIAL PSYCHOLOGY

Time : 2 hours

Maximum Marks : 50

Note : *Attempt any five questions. All questions carry equal marks. Answer each question in not more than 500 words.*

1. Define the nature and concept of social psychology. Discuss the applied areas of social psychology. 5+5

2. Elucidate the role of schemas and heuristics with reference to impression formation. 5+5

3. Define self-perception. Explain Bem's self-perception theory. 3+7

4. Discuss correlation method in social psychology. Discuss its merits and demerits. 7+3

5. Define the following in brief : 2×5
- (a) Control group and experimental group
 - (b) Main effect and interactional effect
 - (c) Quasi experiment
 - (d) Meta-analysis
 - (e) Participant and non-participant observation
6. Write an essay on conformity. 10
7. Define compliance. Explain the principles of compliance. 10
8. Discuss the nature of social conflicts. Explain the methods of conflict resolution. 3+7
9. Define attitude. Explain factors that affect attitude formation. 3+7
10. What do you understand by the term pro-social behaviour ? Discuss various theoretical perspectives of pro-social behaviour. 3+7
-