



BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – M.Sc.(APSY)-2023/M.Sc.(APSY)-2024

Course Name – Applied Social Psychology and Communication

Course Code - APSY103

(Semester I)

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Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Indicate, in the context of prosocial behavior, what the "negative state relief" hypothesis proposes.
 - a) People help because it reduces their distress
 - b) People help to gain social approval
 - c) People help to fulfill a personal agenda
 - d) People help because they feel empathy
- (ii) Select the psychological concept explains why people are more likely to help someone they know personally compared to a stranger.
 - a) Social identity
 - b) In-group bias
 - c) Social exchange theory
 - d) Altruism
- (iii) Choose the most appropriate. According to the frustration-aggression hypothesis, aggression is considered a:
 - a) Direct response to frustration
 - b) Indirect response to frustration
 - c) Planned response to frustration
 - d) Unpredictable response to frustration
- (iv) Indicate which of the following is NOT a characteristic of the self-serving bias.
 - a) It involves attributions about the self
 - b) It is a universal phenomenon observed in all cultures
 - c) It is a cognitive strategy to protect self-esteem
 - d) It only applies to negative events
- (v) Identify the role self-serving bias play in maintaining self-esteem.
 - a) It lowers self-esteem
 - b) It has no impact on self-esteem
 - c) It serves to protect and enhance self-esteem
 - d) It promotes self-awareness
- (vi) The concept of "proxemics" in nonverbal communication is related to:
 - a) The use of facial expressions
 - b) The study of vocal cues
 - c) The use of personal space in communication
 - d) The interpretation of body language

- (vii) Identify the role feedback play in the communication process.
- It is unnecessary in effective communication
 - It provides clarification and ensures understanding
 - It only reinforces the sender's message
 - It is only relevant in written communication
- (viii) The presence of background sounds or distractions that interfere with the communication process is named as:
- Selective perception
 - Noise
 - Semantic barriers
 - Defensive communication
- (ix) Casteism is described as a form of:
- Economic discrimination
 - Gender discrimination
 - Social hierarchy based on caste
 - Political discrimination
- (x) Globalization, in the context of psychosocial effects, is often associated with:
- Increased cultural isolation
 - Weakening of social connections
 - Enhanced interconnectedness and interdependence
 - Reduced awareness of global issues
- (xi) Determine, how can unemployment influence social perceptions of self-worth?
- Increases self-esteem and confidence
 - Has no impact on self-worth
 - Decreases perceptions of self-worth and value
 - Promotes a sense of entitlement
- (xii) Select the concept that explains how people attribute others' behavior to internal factors while attributing their own behavior to external factors.
- Fundamental Attribution Error
 - Self-serving Bias
 - Social Identity Theory
 - Cognitive Dissonance
- (xiii) Select the term that describes the tendency to favor one's own group over others:
- Prejudice
 - Discrimination
 - Ingroup Bias
 - Stereotyping
- (xiv) Select the factor that is most likely to influence conformity in a group setting:
- Group size
 - Personal beliefs
 - Level of education
 - Social media usage
- (xv) Select the theory that explains how people interpret the behavior of others by attributing it to either internal dispositions or external situations:
- Social Learning Theory
 - Attribution Theory
 - Cognitive Dissonance Theory
 - Social Identity Theory

Group-B

(Short Answer Type Questions)

3 x 5=15

- Compare Kin Selection theory and Competitive Altruism approach. (3)
- Describe any five barriers to effective communication. (3)
- Report any four causes of aggression. (3)
- Explain triangular model of love. (3)
- Explain how environmental psychologists improve the physical environment. (3)

OR

- Define crowd. Illustrate any two theories of crowd behavior. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

- Discuss the Cultural Factors in involved in causing aggression. (5)
- Evaluate how social media platforms influence interpersonal relationships and communication patterns in real life. (5)

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9. Formulate the strategies for inducing pro-environmental behavior. (5)
10. Appraise the communication model. Show with the flowchart. (5)
11. Explain in detail Bandura's bobo doll experiment. (5)
12. Explain Latane & Darley's decision model of helping in emergencies. (5)

OR

Illustrate Sternberg's Triangular Model of Love. (5)

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