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

Term End Examination 2025-2026
Programme – M.Sc.(APSY)-2025
Course Name – Applied Social Psychology and Communication
Course Code - MPY10403
(Semester I)

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) Select the prosocial behavior.

a) Behavior that benefits oneself
b) Behavior that benefits others
c) Behavior that harms others
d) Behavior that is neutral

(ii) Choose the concept of learned helplessness is associated with:

a) High levels of perceived self-control
b) Low levels of perceived self-control
c) Uncontrollable external events
d) Intrinsic motivation

(iii) Identify what the concept of "self-efficacy" is closely related to

a) Perceived self-control
b) External locus of control
c) Learned helplessness
d) Impulsivity

(iv) Identify what 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

(v) Identify the prejudice and biases that impact the interpretation of messages as examples of.

a) Selective perception
b) Emotional barriers
c) Cultural differences
d) Semantic barriers

(vi) Identify the term that refers to the unjust or prejudicial treatment of individuals based on their gender, often rooted in societal norms and expectations.

a) Gender bias
b) Gender discrimination
c) Gender equality
d) Gender identity

(vii) Identify the type of violence that involves using force or coercion to engage in sexual activities without the victim's consent.

a) Domestic violence
b) Economic violence
c) Sexual violence
d) Stalking

(viii) The mean world syndrome is associated with:

a) Overestimating positive aspects of the world
b) Perceiving the world as more dangerous than it is
c) Balanced and accurate perceptions of the world
d) Ignoring the global issues portrayed in the media

(ix) Choose the correct representation of selective exposure in media psychology.

a) Media's ability to selectively target certain audiences
b) Audience's tendency to expose themselves only to media that confirms their beliefs
c) Media's random exposure to the audience
d) Media's universal appeal to all demographics

(x) Select the concept with which untouchability is associated.

a) Casteism
b) Communalism
c) Terrorism
d) Globalization

(xi) Select the feeling that unemployment can lead to.

a) Financial security
b) Job satisfaction
c) Loss of identity and self-worth
d) Increased self-esteem

(xii) Select which social psychologist introduced the concept of "proxemics" to explain the use of personal space.

a) Stanley Milgram
b) Solomon Asch
c) Albert Bandura
d) Edward T. Hall

(xiii) Select the term that refers to aggressive behaviors that are aimed at damaging another person's social relationships.

a) Physical Aggression
b) Verbal Aggression
c) Relational Aggression
d) Cyber Aggression

(xiv) Select the concept that involves adjusting one's behavior or thinking to coincide with a group standard.

a) Compliance
b) Conformity
c) Obedience
d) Persuasion

(xv) Select the term that best describes behavior that benefits others at a cost to oneself.

a) Altruism
b) Reciprocity
c) Egoism
d) Competition

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Group-B

(Short Answer Type Questions) 3 x 5=15

2. Define environmental protection. (3)
3. Discuss and illustrate any two ways to promote prosocial behavior. (3)
4. Explain two internal sources of liking others. (3)
5. Explain various zones of personal space. (3)
6. Explain the term self-esteem. (3)

OR

Explain perceived self-control. (3)

Group-C

(Long Answer Type Questions) 5 x 6=30

7. Explain the General Aggression Model. (5)
8. Explain how casteism impact mental health, and the support systems that can be put in place for individuals affected by caste-based discrimination. (5)
9. Formulate the strategies for inducing pro-environmental behavior. (5)
10. Illustrate the consequences of population explosion in India. (5)
11. Appraise the communication model. Show with the flowchart. (5)
12. Analyze the psychological causes of terrorism. (5)

OR

Illustrate the psychosocial impact of terrorism. (5)

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