



BRAINWARE UNIVERSITY

Term End Examination 2022 Programme – M.Sc.(APSY)-2022 Course Name – Applied Social Psychology and Communication Course Code - APSY103 (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

- Choose the correct alternative from the following:
- (i) Construct the meaning of Ideal Love

a) Passion

b) Committement

c) Intimacy

d) All of the above

(ii) Express the nature of formal communication

a) vertical

b) horizental

c) vertical, horizental, diagonal

d) None of the above

(iii) Identify the psychological consequences of globalization

a) New city formation

b) Emergence of new political parties

c) Transformation in Identity

d) None of the above

(iv) Define prosocial personality

a) Involves Empathy

b) Involves esteemed environment

c) Internal locus of control

d) All of the above

(v) State gender cleavage is related to

a) interpersonal attraction

b) attitude

c) prejudice

d) discrimination

(vi) Identify who proposed Gain-Loss theory of attraction

a) Aronson

b) Pavlov

c) Skinner

d) Koffka

(vii) Judge the ways to enhance self esteem

a) blaming self and others

b) comparison

c) anger

d) positive self talk

- (viii) Express the full form of POCSO
 - a) Parent Operant Child Separation Origin

b) Protection of Children from Sexual Offenses

c) Public Officer Chief Supervison Offenses

d) None of the above

(ix)) Establish the ways to overcome the barriers of communication		
(x)	a) Constructive feedbackc) Simple LanguageExplain Communication	b) Active listeningd) All of the above	
	a) It is only verbal	b) it is verbal, non-verbal	
	c) it is formal	d) verbal, non-verbal, visual, audio-visual formal and informal	l,
(xi)	(xi) Determine the concept of self serving bias		
(xii)	a) self enhancementc) cognitive errorAnalyze the nature research design in social psycl	b) self presentation d) All of the above nology	
(xiii	a) Experimental researchc) Ethnography) Analyze where the balance theory of interperson	b) Correlational research d) All of the above al attraction falls	
(xiv	a) cognitive consistency theoryc) emotional theory) Evaluate personal space	b) learning theory d) None of the above	
 a) It is a mechanism of communication b) It involves situational factors c) It involves gender differences d) all of the above (xv) Choose who proposed cognitive dissonance theory 			
	a) Festinger c) Maslow	b) Bowlby d) None of the above	
	Grou	р-В	
	(Short Answer Ty	pe Questions)	3 x 5=15
 Explain Past few researches on Self Esteem in Indian Society Explain how unemployment influences social relations in India as per current researches. Explain the theory of Love Explain one theory of aggression Write about types of communalism in India OR Write an compating strategies of communalism in India			(3) (3) (3) (3) (3)
Write on combating strategies of communalism in India (3)			
Group-C (Long Answer Type Questions)			5 x 6=30
8. 9. 10. 11. 12.	Analyze the psychological consequences of urbanization with examples. Illustrate the causes of population explosion in India Enumerate any two theories of prosocial behaviour. Explain any two theories of casteism. Illustrate the various causes of unemployment Summarize the concept of aggression in Indian context OR Justify the impact of terrorism in interpersonal relationship		(5) (5) (5) (5) (5) (5)
