



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

1. Choose the correct alternative from the following :

- (i) Construct the meaning of Ideal Love
 - a) Passion
 - b) Commitment
 - c) Intimacy
 - d) All of the above
- (ii) Express the nature of formal communication
 - a) vertical
 - b) horizontal
 - c) vertical, horizontal, 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 POCSSO
 - a) Parent Operant Child Separation Origin
 - b) Protection of Children from Sexual Offenses
 - c) Public Officer Chief Supervision Offenses
 - d) None of the above

