



BRAINWARE UNIVERSITY

Term End Examination 2023-2024

Programme – M.Sc.(APSY)-2022/M.Sc.(APSY)-2023

Course Name – Applied Social Psychology and Communication

Course Code - APSY103

(Semester I)

Brainware University
398, Ramkrishna-pur 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) Choose, what is the competitive altruism approach primarily concerned with.
 - a) Promoting selfish behaviors
 - b) Explaining altruistic behaviors as a form of competition
 - c) Studying genetic mutations
 - d) Studying genetic mutations
 - (ii) The Five-Stage Model was developed to explain:
 - a) The dynamics of group polarization
 - b) The factors that influence bystander apathy
 - c) The effects of cognitive dissonance in social situations
 - d) The process individuals go through when deciding to help in an emergency
 - (iii) Choose, gender discrimination can manifest in various forms, including:
 - a) Physical violence
 - b) Verbal harassment
 - c) Unequal pay
 - d) All of the above
 - (iv) Select, According to the empathy-altruism hypothesis, when are people more likely to engage in altruistic behavior?
 - a) When they feel empathy for others
 - b) When they expect a reward
 - c) When they have a close genetic relationship with the person in need
 - d) When they fear social rejection
 - (v) Name the psychological concept describes the tendency to help those who are genetically related to us.
 - a) Social loafing
 - b) Kin selection
 - c) In-group bias
 - d) Deindividuation
 - (vi) The term "glocalization" is related to:
 - a) Global organizations dominating local markets
 - b) Local adaptation of global influences
 - c) Isolation from global trends
 - d) Globalization's negative impact on local cultures
 - (vii) Determine the term for the positive feelings and attitudes one person has toward another person.

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- a) Proximity
 - b) Interpersonal attraction
 - c) Attachment
 - d) Social exchange
- (viii) Select the correct option. The matching hypothesis refers that people are more likely to form romantic relationships with others who:
- a) Are significantly older
 - b) Have different interests
 - c) Are similar in physical attractiveness
 - d) Live far away
- (ix) Choose the most appropriate. According to the frustration-aggression hypothesis, how might unemployment contribute to aggression?
- a) Unemployment has no impact on aggression
 - b) Frustration from job loss can lead to aggressive behavior
 - c) Unemployment reduces aggression
 - d) Aggression is solely determined by personal traits
- (x) Identify the term that describes the invisible, adjustable space surrounding an individual that others should not invade without permission.
- a) Personal bubble
 - b) Social circumference
 - c) Intimate territory
 - d) Proxemic zone
- (xi) 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
- (xii) Identify the theorist who proposed the idea of "territoriality" as a key aspect of personal space in social psychology.
- a) Erik Erikson
 - b) B.F. Skinner
 - c) Robert Sommer
 - d) Harry Harlow
- (xiii) What term describes the rapid increase in the global human population over a short period?
- a) Demographic transition
 - b) Population boom
 - c) Fertility surge
 - d) Population explosion
- (xiv) How is perceived self-control defined in social psychology?
- a) The ability to control others
 - b) The belief in one's capacity to regulate and manage one's own behavior
 - c) The dominance in social situations
 - d) The influence one has on external events
- (xv) 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

Group-B

(Short Answer Type Questions)

3 x 5=15

- 2. Explain various zones of personal space. (3)
- 3. Write the characteristics of people with high and low self-esteem. (3)
- 4. Define the following terms: Prosocial behavior, Empathy, Pluralistic ignorance, Diffusion of responsibility. (3)
- 5. Describe mass communication. Explain how mass communication differs from the interpersonal, small group, and public communication. (3)
- 6. Explain how environmental psychologists improve the physical environment. (3)

OR

Analyze the effects of behavior on environment. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Summarize the social causes of aggression. (5)
 8. Propose the strategies to maintain a positive self-concept. (5)
 9. Explain any six barriers to communication. (5)
 10. Discuss the types of communication. (5)
 11. Illustrate the psychosocial impact of terrorism. (5)
 12. Explain Latane & Darley's decision model of helping in emergencies. (5)
- OR**
- Illustrate various strategies to control aggression. (5)

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