AC-2490
Second Year B. A. (Sem. IV) Examination
March/April – 2015
Social Psychology : Paper - VIII
(Core Elective) (Subsidiary)

Time : 2 Hours] [Total Marks : 50

1. Explain the difference between normative and informational social influence.

2. Discuss the role of social comparison in the development of self-esteem.

3. Describe the process of social learning in the context of obedience experiments.

4. Discuss the concept of social identity and its impact on group behavior.

AC-2490] 1 [Contd...
Instructions: (1) As per the instruction no. 1 of page no. 1.
(2) Figures to the right indicates full marks of the question.

1 Answer briefly as directed:
   (1) What is public opinion? State two methods of measuring public opinion.
   (2) Mention four types of propaganda prophylaxis.
   (3) Mention four characteristics of crowd behaviour.
   (4) Give the meaning of fashion and fad.
   (5) State four functions of a leader.

2 What is prejudice? Describe the functional value of prejudice explaining the characteristics of it.

   OR

2 Give the meaning of propaganda. Describe the techniques of propaganda.

3 What is crowd? Explain different types of crowd.

   OR

3 What is leadership? Describe the characteristics of a leader.

4 Write short notes on any two of the following:
   (1) Hostile action
   (2) Formation of public opinion
   (3) Types of rumour
   (4) Group morale.