

**16U627**

(Pages: 2)

Name: .....

Reg. No.....

**SIXTH SEMESTER B.Sc. DEGREE EXAMINATION, APRIL 2019**

(Regular/Supplementary/Improvement)

(CUCBCSS - UG)

**CC15U PSY6 B02 – APPLIED SOCIAL PSYCHOLOGY**

Psychology - Core Course

(2015 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

**PART A**

Answer *all* questions. Each question carries 1 mark.

Choose the correct Answer from the following options given:

1. Whose theory involves the idea of arousal as central to dissonance?  
(Zajonc, Festinger, Bandura)
2. Ajzen (1991) developed which theory?  
(Theory of planned behavior, cognitive dissonance theory, hopelessness theory)
3. Which of these is not an example of health behavior?  
(Smoking, going to gym, eating healthy food, regular exercise)
4. A source of stress characterized by the inability to satisfy a motive is called .....  
(Conflict, life events, pressure, frustration)
5. What does the term mortality refer to?  
(Death, illness, health, morbidity)

Fill in the Blanks:

6. .... groups are most susceptible to Groupthink.
7. Create excessive optimism that encourage taking extreme risk is known as .....
8. .... refer to a property of a person an object, an event that can vary in quantity.
9. The degree to which people are concerned with how others perceive them is known as .....
10. Non aggressive sexual activity between willing sensitive and caring partners is known as .....

**(10 x 1 = 10 Marks)**

## **PART B**

Answer *all* questions. Each question carries 2 marks.

11. Hopelessness theory.
12. Embedded sexual material.
13. Agenda.
14. Health belief model.
15. Social support.
16. Appraisal.
17. Optimism.
18. School violence.
19. Social problems.
20. Positive coaching exercise.

**(10 x 2 = 20 Marks)**

## **PART C**

Answer any *six* questions. Each question carries 5 marks.

21. Social anxiety.
22. Explain social problems.
23. Compare models of health psychology.
24. Consequences of viewing media violence.
25. Pornography.
26. Cognitive dissonance.
27. Related disciplines of applied social psychology.
28. Group think.

**(6 x 5 = 30 Marks)**

## **PART D**

Answer any *two* questions. Each question carries 10 marks.

29. Explain the theories of changing health behavior.
30. Application of social psychology in education.
31. Write an essay on social problems.
32. What is media violence and its effects on human being?

**(2 x 10 = 20 Marks)**

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