

5. Elucidate the various theories of interpersonal attraction.

6. Name the factors that influence conformity.

7. How is altruism developed in children ?

8. List the various functions of a leader.

9. Enumerate the role of advertising.

10. Answer any TWO of the following :

(a) Impression formation.

(b) Altruistic behaviour.

(c) Prejudice.

(d) Smoking.

Register Number :

Name of the Candidate :

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B.Sc. DEGREE EXAMINATION, 2010

(PSYCHOLOGY)

(THIRD YEAR)

(PART - III)

(PAPER - VIII)

720. SOCIAL PSYCHOLOGY

May] [Time : 3 Hours

Maximum : 100 Marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 4 = 20)

1. List the various social influences on the self.

2. How are sex roles developed in individuals ?

3. What is self esteem ? How is it maintained ?

4. Examine the attribution of success and failure.

Turn Over