



THE ANSWERS MUST BE ATTEMPTED ON THE ANSWER SHEET PROVIDED

Q.1. Answer the following short questions: (6x5=30)

1. What is Social Psychology? Briefly explain with suitable examples
2. Explain cross-cultural studies?
3. What is self-awareness? Explain with an example.
4. What is difference between personal schemas and scripts?
5. What are the rewards and costs of helping others?
6. What is persuasive communication?

Q.2. Answer the following questions. (3x10=30)

1. Give a detailed account of the history of Social Psychology.
2. Give an overview of the research methods involved in social psychology.
3. Describe in detail the measurement of attitudes.