

4. Write an essay on affiliation. What are the conditions that promote affiliation ? – Explain.
5. Examine the factors and theories of interpersonal attraction.
6. How attitudes are formed ? Evaluate the theories of attitude formation.
7. Describe the compliance techniques.
8. Discuss the nature and issues in Prejudice.
9. Discuss the role of groups in social behaviour.
10. *Write a short note on any TWO of the following :*
  - (a) Fielder's contingency model.
  - (b) Consumer behaviour.
  - (c) Work and quality of life.
  - (d) Leadership studies in India.

Register Number :

Name of the Candidate :

**4 2 1 6**

**B.A. / B.Sc. DEGREE EXAMINATION, 2007**

**(PSYCHOLOGY)**

**(THIRD YEAR)**

**(PART - III)**

**(PAPER - VIII)**

**720. SOCIAL PSYCHOLOGY**

December ]

[ Time : 3 Hours

Maximum : 100 Marks

*Answer any FIVE questions.*

*All questions carry equal marks.*

1. Examine the social influences on the self.
2. Explain the basic concepts of self-esteem. Suggest ways to maintain self-esteem.
3. How individuals form impression about others ? – Discuss.

**Turn over**