



Rollno.....

End Semester Examination, December 2024

M.A Applied Psychology, 1ST semester

Applied Social Psychology (HUAP505)

Time: 2.5 hrs.

Max Marks: **50**

Note: **All Questions are compulsory.** Marks are indicated against each question.

PART-A

Q.1 Attempt any five questions:

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|--|-----------------------|
| (a) Define social psychology and explain its scope in real-world applications. | [CO-1] [L-1] 2 |
| (b) Describe cognitive dissonance theory with an example | [CO-1] [L-1] 2 |
| (c) What are the main methods used in applied social psychology research? | [CO-1] [L-1] 2 |
| (d) Explain the concept of self-presentation theory. | [CO-1] [L-1] 2 |
| (e) Identify and briefly discuss two sources of error in social cognition | [CO-1] [L-1] 2 |
| (f) Explain the biopsychosocial model in the context of health | [CO-1] [L-1] 2 |
| (g) What is the role of cultural diversity in social behavior? | [CO-1] [L-1] 2 |

2x5

PART-B

Q.2 Analyze a case where cognitive dissonance theory explains behavior change. Include factors that contribute to this change. [CO2] [L-4] (10)

OR

Discuss a real-world scenario where the health belief model can be applied to encourage healthier behavior. [CO2] [L-3] (10)

Q.3 Design an intervention to reduce social anxiety in students based on social psychological principles. [CO3] [L-3] (10)

OR

Propose strategies to address depression in communities using social psychological theories. [CO3] [L-6] (10)

Q.4 Explain the ethical challenges involved in using social psychological research in clinical settings. [CO4] [L-5] (10)

OR

Discuss how social psychologists can incorporate culturally sensitive approaches in their research. [CO4] [L-5] (10)

Q.5 Explain social identity theory and its role in understanding group behavior. [CO5] [L: 2] (10)

OR

Illustrate the application of attribution theory in explaining human behavior in social contexts.

[CO5] [L- 3] (10)