

PARUL UNIVERSITY
FACULTY OF ARTS
M.A. Summer 2018 – 19 Examination

Semester:4
Subject Code: 15203251
Subject Name: Applied social psychology

Date: 10/04/2019
Time: 10:30am To 01:00pm
Total Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as directed.**(08)****A. Multiple choice type questions. (Each of 0.5 mark)**

1. ____ is based on the idea that illness can be completely explained by examining problems in an organism's biological functioning.

(a) Bio-medical model	(c) Research
(b) Biosocial Model	(d) None of the above
2. ____ is defined as "a marked and persistent fear of one or more social or performance situations in which the person is exposed unfamiliar people."

(a) Claustrophobia	(c) Fear
(b) General anxiety	(d) Social Phobia
3. ____ is the name of emotion resulting from expecting short-term harm to one's social reputation.

(a) Anticipatory Embarrassment	(c) Social anxiety
(b) Stress	(d) both a&b
4. ____ refers to a specific kind of social influence in which a particular message or appeal is used to try to change someone's attitude or belief

(a) Persuasion	(c) Fear appeals
(b) Informational appeals	(d) None of the above
5. a person who has negative style of interpreting the causes of aversive life events is also known as ____

(a) Pessimistic explanatory style	(c) Depressogenic attribution style
(b) Attribution	(d) both a&c
6. ____ provide people with facts and argument about why it is important to engage in particular health behavior.

(a) Informational appeals	(c) Health Belief Model
(b) Fear appeals	(d) None of the above
7. Fear appeals seem to have their greatest impact on people's ____ to change their behavior.

(a) Action	(c) Thought
(b) Intention	(d) Behavior
8. ____ is defined as the expectation that highly desirable outcomes will not occur and that one is powerless to change situation.

(a) Hopelessness	(c) Depression
(b) Anxiety	(d) None of the above
9. In ____ style clients are encouraged to make global and stable attribution for positive events.

(a) Enhancing attributional style	(c) Supportive style
(b) Hopefulness	(d) Promoting happiness
10. ____ means the degree to which one can generalize the finding to other situations and person.

(a) Internal validity	(c) Mental set
(b) External validity	(d) none of the above
11. ____ is the finding that sometimes the people who are most fearful are actually the least likely to fall prey to crime.

(a) Effectiveness of fear appeal	(c) Fear victimization paradox
(b) Severity of outcome	(d) prevention

12. Subjective norms about behavior consist of beliefs of about what others expect. It also consist the individuals perception of control over behavior.

- (a)false,false (c>true,true
(b>false,true (d>true,false

13. ___ focuses on the motivation behind different positions that politicians are taking.

- (a)Issue frame (c)Status frame
(b)strategy frame (d)both a&c

14. ___ is the idea that the issues that the media are covering influence the information that the people use to judge the president and other politicians.

- (a)Political priming (c)availability heuristic
(b)attribution (d)none of above

15. ___ refers to how the story is presented or its angle

- (a)Framing (c)availability heuristic
(b)attribution (d)none of above

16.The performing of behavior because one observes it being rewarded is called___

- (a)Social cognition (c)attention
(b)vicarious learning (d)both a&c

B. Terms/ Short notes/ Case study/ Charts/ Graphs/ Tables, etc. (Each of 01 mark) (07)

1. Instrumental support
2. Social-Clinical Interface
3. Persuasion
- 4.Cathartic effect
- 5.Global attribution
- 6.Stable attributions
- 7.Depressogenic attribution style

Q.2 Answer the following.

- A. Explain what you mean by promoting health and preventing illness? (04)
B. Explain Hopelessness theory approach to treating depression. (04)
C. Explain imitation of Violence with example. (04)

OR

- C. Explain Cultivation Theory. (04)

Q.3 Answer the following.

- A. Explain stages of change model. (05)
B. Explain Social psychological model of depression. (05)
C. Explain the consequence of viewing Media violence with its different levels of experiment conducted.. (05)

OR

- C. What is Media violence? How we learn to imitate violence as according to Bandura's Social cognitive theory? (05)

Q.4

- A. Explain Health Belief Model in Detail.. (06)
B. Explain origins of psychological disorders and social psychological roots of social anxiety. (06)
C. Explain long term exposure to nonviolent pornography, peoples perception about women and the experiment byzillmann and Bryant. (06)

OR

- C. Explain in detail how political news coverage affect people their thoughts. (06)

Note : Total Option should not exceed 15 Marks.