D 154658 **(Pages : 2)** **Name.....**

Reg. No.....

NINTH SEMESTER INTEGRATED P.G. (REGULAR / SUPPLEMENTARY / IMPROVEMENT) DEGREE EXAMINATION, NOVEMBER 2026

(CBCSS)

Psychology

PSY 9IB 01—ADVANCED SOCIAL PSYCHOLOGY

(2020 Admission onwards)

Time : Three Hours Maximum : 80 Marks

Section A

Answer any **ten** *questions in two* **or** *three sentences each.*
Each question carries 2 *marks.*

1. Social cognition.
2. Prejudice.
3. Self esteem.
4. Biopsychology.
5. Group think.
6. Positive Psychology.
7. Conformity.
8. Media.
9. Process issues in Applied Social Psychology.
10. Cyber bullying.
11. Policy advice.
12. Leadership.

(10 × 2 = 20 marks)

Turn over

Section B

Answer any **five** *questions in* **a paragraph** *of about* **half a page to one page.**
Each question carries 8 marks.

13. Intervention in Applied Social Psychology.
14. Features of Applied Social Psychology.
15. Origin of Applied Social Psychology.
16. Role of Applied Social Psychologist.
17. Influencing Social Policy.
18. Ethical issues related to application.
19. Criminal Justice system and Environment

(5 × 8 = 40 marks)

Section C

Answer any **two** *questions in an essay each.*
Each question carries 10 *marks.*

20. Briefly explain different perspectives on Applied Social Psychology.
21. Give a brief account of the research methods in the field of Applied Social Psychology.
22. Discuss the application of Social Psychology to the arenas of life.
23. Discuss the application of Social psychology in personal relationships.

(2 × 10 = 20 marks)