



WEST BENGAL STATE UNIVERSITY
B.A./B.Sc. Honours 4th Semester Examination, 2020

PSYACOR10T-PSYCHOLOGY (CC10)

APPLIED SOCIAL PSYCHOLOGY

Time Allotted: 2 Hours

Full Marks: 40

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.
All symbols are of usual significance.*

Answer any four questions from the following

10×4 = 40

1. What is applied social psychology? What are the methods to study social behaviour?
2. Define cultural diversity. What are the different aspects of cultural diversity?
3. Write short notes on (a) prejudice (b) strategies for pro-environmental behaviour.
4. How can the principles of social psychology be applied in the field of industry and health?
5. Write short notes on (a) application of social psychology in legal systems (b) resource dilemma.
6. Define compliance. What are the different techniques of gaining compliance?

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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