

**Ba/C-PSY-10**

**2 0 2 5**

( FYUGP )

( 5th Semester )

**PSYCHOLOGY**

( MAJOR )

Paper Code : C-PSY-10

**( Applied Social Psychology )**

*Full Marks : 75*

*Pass Marks : 40%*

*Time : 3 hours*

*The figures in the margin indicate full marks  
for the questions*

1. (a) What is applied social psychology?  
Discuss its importance in solving real-  
world social problems. Explain the  
levels of analysis in social psychology  
with suitable examples. 3+4+8=15

*Or*

- (b) What is research? Differentiate between  
traditional research and action  
research. Discuss the relevance of  
participatory action research in applied  
social psychology. 3+4+8=15

**26L/207**

*( Turn Over )*

2. (a) Explain the concept of resource dilemma in environmental psychology. How do such dilemmas reflect the conflict between individual and collective interests? Discuss how the design of the built environment can influence human behaviour in shared spaces. 5+5+5=15

Or

- (b) Explain how demographic diversity particularly in terms of gender and race shapes individual identity and life experiences. Discuss how subtle forms of sexism and racism persist in modern society. 7+8=15

3. (a) Explain the determinants of job satisfaction within an organizational environment. Examine the consequences of job satisfaction like organizational citizenship behaviour and turnover intentions. 7+8=15

Or

- (b) Explain the social-psychological principles involved in courtroom decision-making. Discuss how the factors such as stereotypes, labelling, cognitive biases, and jury dynamics influence criminal trial outcomes. 6+9=15



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4. (a) Evaluate the influence of political news coverage on public opinion and behaviour. Examine the concepts such as agenda setting, framing and the effects of negative media coverage on trust in government institutions. 5+10=15

Or

- (b) Explain the concepts of team dynamics, team cohesion and team confidence in sports teams. Discuss how effective communication contributes to enhancing team performance. 6+9=15

5. (a) Critically assess the role of evaluation in social intervention. Discuss the different types of evaluation. 7+8=15

Or

- (b) Analyze the ethical issues that commonly arise in social interventions. How can addressing these issues improve the success and the integrity of an intervention? 7+8=15

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