

2020
UNIVERSITY OF CALCUTTA EXAMINATION CONDUCTED BY LORETO
COLLEGE
B.A/B.Sc. SEMESTER IV HONOURS EXAMINATION, CBCS SYSTEM
GROUP B

PSYCHOLOGY – HONOURS – THEORY

Applied Social Psychology

CC – 10

TIME ALLOTTED: 2 HOURS

FULL MARKS: 50

The figures in the margin indicate full marks for each question.

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| 1. | Answer any 2: (Word Limit – 150 words) | 10x2=20 |
| | a) Lay out the needs for evaluating an intervention program. | 10 |
| | b) What is a resource dilemma? What are its consequences? | 3+7 |
| | c) Define Applied Social Psychology. Delineate the historical background briefly. | 2+8 |
| 2. | Answer any 2: (Word Limit – 600 words) | 15x2=30 |
| | a) Briefly describe the Health Belief Model and its role in the practice of healthy behaviours. | 15 |
| | b) Discuss the steps of developing an effective intervention program. | 15 |
| | c) What is social design? Discuss the 6 goals of social design? | 5+10 |
| | d) Discuss any 3 research methods used for data collection in Applied Social Psychology. | 15 |