



[This question paper contains 2 printed pages.]

Sr. No. of Question Paper : 4001

Unique Paper Code : 12111101

Name of the Paper : C1 Introduction to Psychology–
I

Name of the Course : **B.A. (Hons.) in Applied
Psychology (LOCF)**

Semester : I

Duration : 3 Hours Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempts **all** questions.
3. **All** questions carry equal marks.

1. Trace the historical development of Psychology with an emphasis on India. (15)

Or

Describe the structure and functions of the Neuron. (15)

P.T.O.

2. What is the nature of attention? Discuss selective and divided attention. (5,10)

Or

What is perception? Explain the perceptual constancies with examples. (5,10)

3. What are the principles of operant conditioning? Discuss their applications. (7,8)

Or

Critically evaluate classical conditioning approach of learning with suitable examples.

4. Describe the Information Processing Model of memory with suitable empirical evidence. (15)

Or

Critically evaluate working memory model and how it is useful for day to day life. (7,8)

5. Write short notes on **any two** of the following :

(7½,7½)

- (a) Scientific Method
- (b) Depth Perception
- (c) Observation Learning
- (d) Theories of Forgetting

(200)

[This question paper contains 4 printed pages.]

Your Roll No.....



Sr. No. of Question Paper : 4468

Unique Paper Code : 12111302

Name of the Paper : Applied Social Psychology-I
(LOCF)

Name of the Course : **B.A. (Hons.) Applied
Psychology**

Semester : III

Duration : 3 Hours Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt **all** questions.
3. **All** questions carry equal marks.

1. What do you understand by social psychology and applied social psychology? Describe various levels of

P.T.O.

analysis by citing relevant research studies and examples from real-life settings. (5,10)

Or

Elucidate participatory rural appraisal as a relevant methodological approach in the field of applied social psychology with appropriate illustrations. (15)

2. Define social cognition. Discuss any two theories of attribution. (5,10)

Or

What do you mean by person perception? Discuss the process of impression formation and impression management with related instances from everyday life. (5,10)

3. What do you understand by interpersonal attraction? Comment on any two major theories linked to interpersonal relationship and interpersonal attraction. (5,10)

Or

Briefly describe the nature of the interpersonal relationship. Explain the various types of interpersonal relationships. (5,10)

4. Explain the process of attitude change by emphasising on its Structure, functions, and formation. (15)

Or

Critically evaluate the major theories of attitude change. (15)

5. Write short notes on **any two** of the following :

- (a) Theoretical approaches to applied social psychology
- (b) Attribution biases
- (c) New directions of social cognition

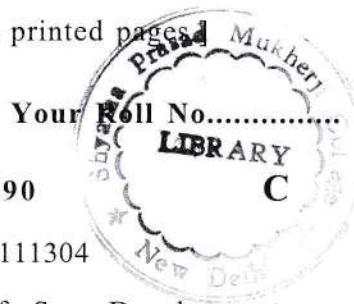
P.T.O.

(d) Strategies to promote attitude change in India

(7.5+7.5)

(200)

[This question paper contains 2 printed pages]



Sr. No. of Question Paper : 4490

Unique Paper Code : 12111304

Name of the Paper : Life Span Development

Name of the Course : LOCF B.A. (Hons.) Course

Semester : III

Duration : 3 Hours Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt **any five** questions out of the **six** questions.
3. **All** the questions carry equal marks.

1. Elucidate the various research methods and designs used to study life span development citing suitable examples? (15)

OR

Discuss in detail the physical development from prenatal to adolescent stage. (15)

2. Explain the key concepts of Piaget's theory of cognitive development with suitable example. (15)

P.T.O.

OR

Explain the role of language in cognitive development citing relevant researches. (15)

3. What is moral development? Elaborate on the theory of moral development by Kohlberg. (5+10=15)

OR

* Discuss the role of social context in emotional development. With the help of relevant examples from Indian context, highlight on the role of family and schools on emotional development. (15)

4. With the help of relevant examples, discuss the issues of adolescent in the Indian context. (15)

OR

Elaborate on the issues of disability using research and examples. Throw light on the government initiatives. (10+5=15)

5. Write short notes on **any two** of the following :

(7.5+7.5)

- (a) Nature of life span development
- (b) Role of language in cognitive development
- (c) Role of peers in emotional development
- (d) Challenges & changes in adulthood

(200)

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Your Roll No.....

Sr. No. of Question Paper : 4027

Unique Paper Code : 12111502

Name of the Paper : Understanding Psychological
Disorders-I

Name of the Course : B.A. (Hons.) Applied
Psychology

Semester : V

Duration : 3 Hours Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt all five questions.
3. All questions carries equal marks.

P.T.O.

1. Explain the criteria of abnormal behaviour. Discuss the different types of assessment. (7+8)

OR

2. Critically compare the prevalent classification systems of psychological disorders. (15)

2. Describe the clinical picture and etiology of Specific Phobias with the help of a relevant case study. (15)

OR

3. Explain the clinical picture and causal factors of Generalized Anxiety Disorder with suitable case study.

(15)

3. Discuss the comparative clinical picture of Anorexia Nervosa and Bulimia Nervosa using culturally relevant examples. (15)

OR

Discuss the clinical picture and etiology of Gender Dysphoria with the help of relevant researches.

(15)

4. Explain the clinical picture of Schizophrenia through case examples. (15)

OR

Discuss the psychological causal factors in the development of Schizophrenia with culturally relevant examples. (15)

5. Write short notes on any two of the following.

(a) Social Anxiety Disorder

(b) Positive and Negative symptoms

P.T.O.

(c) Anorexia Nervosa

(d) Psychological Assessment

(7.5+7.5)

(200)

[This question paper contains 2 printed pages.]



Your Roll No.....

Sr. No. of Question Paper : 4071

Unique Paper Code : 12111504

Name of the Paper : Foundation of Industrial/
Organizational Psychology-II

Name of the Course : B.A. (Honours) Applied
Psychology

Semester : V

Duration : 3 Hours Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt **all** questions.

1. Define Organization. Trace the historical development of the field of I/O psychology. (5,10)

Or

What is OB model? Discuss the challenges currently faced by I/O psychologist in maintaining efficient Organization. (5,10)

2. What is organizational citizenship behavior. Discuss the concept of karma yoga with special reference to Indian organizations. (5,10)

P.T.O.

Or

Discuss the concept of job satisfaction. How is it correlated to other job attitudes, cite research to support. (5,10)

3. Define Selection and recruitment. Discuss the steps involved in selection of employees. (5,10)

Or

What is performance appraisal? Discuss various techniques used in evaluation of employees. (15)

4. Discuss training, development and learning. Discuss basic training model. (5,10)

Or

Evaluate various training methods critically. (15)

5. Write short notes on any **two** : (7.5 each)

- (a) Onsite Training
- (b) New organizational Designs
- (c) Job characteristic model
- (d) Indian scenario in growth of T/O psychology

(200)

[This question paper contains 4 printed pages.]

Your Roll No.

Sr. No. of Question Paper : 4090

Unique Paper Code : 12117906

Name of the Paper : DSE7: Living in Media World

Name of the Course : B.A. (Hons.) Applied
Psychology

Semester : V

Duration : 3 Hours Maximum Marks : 75

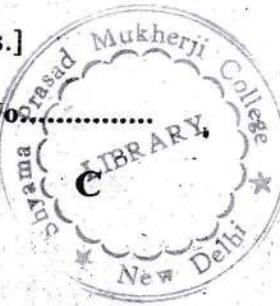
Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt any **FIVE** questions.
3. **All** questions carry equal marks.
4. Answers may be written either in English or Hindi; but the same medium should be used throughout the paper.

छात्रों के लिए निर्देश

1. इस प्रश्न-पत्र के मिलते ही ऊपर दिए गए निर्धारित स्थान पर अपना अनुक्रमांक लिखिए।

P.T.O.



2. किन्हीं पाँच प्रश्नों के उत्तर दीजिए।
3. सभी प्रश्नों के अंक समान हैं।
4. इस प्रश्न-पत्र का उत्तर अंग्रेजी या हिंदी किसी एक भाषा में दीजिए, लेकिन सभी उत्तरों का माध्यम एक ही होना चाहिए।

1. What is media psychology? Discuss the impact of media on culture with suitable researches. (5,10)

OR

Discuss the issues in media psychology. Explain 'construction of reality' giving examples from India.

(10,5)

मीडिया मनोविज्ञान क्या है? उपयुक्त शोधों के साथ संस्कृति पर मीडिया के प्रभाव की चर्चा कीजिए।

या

मीडिया मनोविज्ञान में मुद्दों पर चर्चा करें। भारत से उदाहरण देते हुए 'वास्तविकता की रचना' की व्याख्या कीजिए।

2. What are the chronosystem influences on the mass media? How do selective attention and adult involvement mediate the influence of media on children? (15)

OR

Using a suitable Indian case study explain how an effective advertising programs can be developed in the Indian context. (15)

भास गीडिया पर कालानुक्रमिक प्रभाव क्या हैं? च्यनात्मक ध्यान और व्यस्कों की भागीदारी बच्चों पर गीडिया के प्रभाव को कैसे प्रभावित करती है?

या

एक उपयुक्त भारतीय केस स्टडी का उपयोग करते हुए व्याख्या करें कि भारतीय संदर्भ में एक प्रभावी विज्ञापन कार्यक्रम कैसे विकसित किया जा सकता है?

3. Discuss developmental issue of fantasy versus reality in relation to the impact of TV and movies as audio-visual media. (15)

OR

Explain violence as an issue of media with the help of research in the Indian context. (15)

दृश्य-श्रव्य गीडिया के रूप में टीवी और फिल्मों के प्रभाव के संबंध में कल्पना बनाम वास्तविकता के विकासात्मक मुद्दे पर चर्चा करें।

या

भारतीय संदर्भ में शोध की सहायता से गीडिया के एक मुद्दे के रूप में हिंसा की व्याख्या कीजिए।

P.T.O.

4. What is social media? Delineate the impact of social media on youth mind set. (15)

OR

Elucidate the issues of online gaming addiction in the light of suitable case studies. (15)

सोशल मीडिया क्या है? युवाओं की मानसिकता पर सोशल मीडिया के प्रभाव को रेखांकित कीजिए।

या

उपयुक्त केस स्टडी के आलोक में ऑनलाइन गेमिंग की लत के मुद्दों को स्पष्ट करें।

5. Write short notes on any two of the following :

- (i) Media regulation
- (ii) Social marketing
- (iii) Interactive media
- (iv) Educational media

(2×7.5)

निम्नलिखित में से किन्हीं दो पर संक्षिप्त टिप्पणियाँ लिखिए :

- (i) मीडिया विनियमन
- (ii) सामाजिक विपणन
- (iii) इंटरएक्टिव मीडिया
- (iv) शैक्षिक मीडिया

(5000)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 4092

Unique Paper Code : 12117916

Name of the Paper : **DSE 2: Neuropsychology
(LOCF)**

Name of the Course : **CBCS B. A. (Hons)
Applied Psychology**

Semester : V

Duration : 3 Hours Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt **all** questions.
3. **All questions** carry equal marks.

P.T.O.

1. Define Neuropsychology. Briefly outline the history of neuropsychology. (15)

OR

What are the divisions of Biopsychology? Highlight major research methodologies to study neuropsychology.

2. Explain Neuroplasticity. Elaborate the neural response to brain damage. (15)

OR

Explain social neuroscience. Elaborate the different causes of brain damage with suitable examples.

3. Describe the neurological disorders in children. Discuss the dyslexia in detail. (15)

OR

Explain the Neuropsychological profile of Parkinson's disease.

4. What is Neuropsychological testing. Describe Luria-Nebraska neuropsychological battery. (15)

OR

Differentiate between test and battery. Describe Halsteid-Reitan neuropsychological battery in detail.

5. Attempt **any two** of the following:

- (a) Aphasia and amnesia
- (b) Brain-behaviour relationship

P.T.O.

(c) Treatment and rehabilitation of neuropsychological
patients

(d) Cerebral lateralization (7.5+7.5)

(200)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 4230

Unique Paper Code : 12117906

Name of the Paper : DSE7 : Living in Media
World

Name of the Course : **B.A. (Hons.) Applied
Psychology**

Semester : V

Duration : 3 Hours Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt any Five questions.
3. All questions carry equal marks.
4. Answers may be written either in English or Hindi; but the same medium should be used throughout the paper.

छात्रों के लिए निर्देश

1. इस प्रश्न-पत्र के मिलते ही ऊपर दिए गए निर्धारित स्थान पर अपना अनुक्रमांक लिखिए।

P.T.O.

2. किन्हीं पाँच प्रश्नों के उत्तर दीजिये ।
3. सभी प्रश्नों के अंक समान हैं ।
4. इस प्रश्न - पत्र का उत्तर अंग्रेजी या हिंदी किसी एक भाषा में दीजिए, लेकिन सभी उत्तरों का माध्यम एक ही होना चाहिए ।

1. What is media Psychology? Discuss the issues in Media Psychology and ethical guidelines to be practiced in this regard. (5, 10)

OR

‘Media plays an important role in the social construction of reality’. Discuss this statement with the help of examples. (15)

मीडिया मनोविज्ञान क्या है? मीडिया मनोविज्ञान के मुद्दों और इस संबंध में अभ्यास किए जाने वाले नैतिक दिशानिर्देशों पर चर्चा करें।

अथवा

‘मीडिया वास्तविकता के सामाजिक निर्माण में एक महत्वपूर्ण भूमिका निभाता है’। उदाहरणों की सहायता से इस कथन की विवेचना कीजिए।

2. Elucidate how an effective campaign can be formulated for social marketing. Discuss by citing suitable examples and relevant case studies. (10,5)

OR

Incorporating examples from Indian advertisements, describe the decisions involved in choosing advertising messages. (15)

स्पष्ट करें कि सामाजिक विपणन के लिए एक प्रभावी अभियान कैसे तैयार किया जा सकता है। उपयुक्त उदाहरण और प्रासंगिक केस स्टडी का हवाला देते हुए चर्चा करें।

अथवा

भारतीय विज्ञापनों के उदाहरणों को शामिल करते हुए विज्ञापन संदेशों को चुनने में शामिल निर्णयों का वर्णन करें।

3. What are the different development issues of audio-visual and print media? Discuss any two issues in detail with the help of case studies. (6,9)

OR

How does the media contribute in promoting stereotypes related to gender, race and other social categories? (15)

दृश्य-श्रव्य और प्रिंट मीडिया के विकास के विभिन्न मुद्दे क्या हैं? केस स्टडीज की मदद से किन्हीं दो मुद्दों पर विस्तार से चर्चा करें।

अथवा

लिंग, नस्ल और अन्य सामाजिक श्रेणियों से संबंधित रुद्धिवादिता को बढ़ावा देने में मीडिया कैसे योगदान देता है?

P.T.O.

4. What do you understand about interactive and emerging technologies? Explain virtual social media and interactive media. Give examples. (7,8)

OR

Describe the individual and social aspects of internet use, with special references to internet addiction. (15)

आप इंटरेक्टिव और उभरती प्रौद्योगिकियों के बारे में क्या समझते हैं? वर्चुअल सोशल मीडिया और इंटरेक्टिव मीडिया को समझाइए। उदाहरण दीजिए।

अथवा

इंटरनेट की लत के विशेष संदर्भ में इंटरनेट उपयोग के व्यक्तिगत और सामाजिक पहलुओं का वर्णन करें।

5. Write short notes on any **two** of the following :

- (a) 5 Ms of advertising
- (b) Gaming
- (c) The impact of media on users
- (d) Advertising and children (2×7.5)

निम्नलिखित में से किन्हीं दो पर संक्षिप्त टिप्पणी लिखिए :

- (क) विज्ञापन के 5 Ms
- (ख) गेमिंग
- (ग) उपयोगकर्ताओं पर मीडिया का प्रभाव
- (घ) विज्ञापन और बच्चे

(1000)

B.A.(H) APPSC Question Paper
11th & 12th Sem., Dec 2022