



'समानो मन्त्रः समितिः समानी'

**UNIVERSITY OF NORTH BENGAL**

B.A. Honours 2nd Semester Examination, 2023

**GE1-P2-PSYCHOLOGY**

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.*

**The paper consist of two sections GE-2A and GE-2B candidates are required to answer any *one* section and clearly mention it in the answer sheet.**

**GE-2A**

**PSYCHOLOGY AND MEDIA**

**GROUP-A**

**Answer any *two* from the following**

12×2 = 24

1. Discuss the influence of media on consumer behavior. 12
2. Advertisement has a great impact on consumer behavior— Justify. 12
3. Illustrate the role of media in terms of social change. 12
4. Differentiate between the use and abuse of media. 12

**GROUP-B**

**Answer any *four* from the following**

6×4 = 24

5. Write a note on the effects of 'media violence'. 6
6. What do you understand by the term consumer behavior? 6
7. Differentiate between Fantasy vs Reality. 6
8. Discuss the role of media in the lives of people. 6
9. How is psychology and media related? 6
10. Explain the nature of consumer needs. 6

**GROUP-C**

**Answer any *four* from the following**

3×4 = 12

11. Define consumer culture. 3
12. What do you mean by the term FOMO? 3
13. Write a short note on Consumption and Happiness. 3

- |     |                                     |   |
|-----|-------------------------------------|---|
| 14. | How do you create consumer needs?   | 3 |
| 15. | Write a note on internet addiction. | 3 |
| 16. | Define mass media.                  | 3 |

OR

**GE-2B**  
**YOUTH PSYCHOLOGY**

**GROUP-A**

**Answer any *two* from the following** 12×2 = 24

- |    |   |     |
|----|---|-----|
| 1. | Define youth culture. How has globalization affected youth culture?                         | 4+8 |
| 2. | Examine the role of hope, resilience and optimism on developing positive behavior in youth. | 12  |
| 3. | Discuss in detail about the impact of technology in youth culture.                          | 12  |
| 4. | Explain the role of culture in promoting social development.                                | 12  |

**GROUP-B**

**Answer any *four* from the following** 6×4 = 24

- |     |   |   |
|-----|---|---|
| 5.  | Why does the concept of youth differ in different culture?          | 6 |
| 6.  | Write a note on the phases and difficulties faced in relationships. | 6 |
| 7.  | Explain the characteristics of youth culture.                       | 6 |
| 8.  | Suggest ways to improve family relationship dynamics.               | 6 |
| 9.  | Write a note on youth concerns pertaining to Indian Context.        | 6 |
| 10. | Challenging norms is a part of youth culture — Justify.             | 6 |

**GROUP-C**

**Answer any *four* from the following** 3×4 = 12

- |     |  |   |
|-----|--|---|
| 11. | Define positive youth development.               | 3 |
| 12. | What is globalisation?                           | 3 |
| 13. | Define resilience.                               | 3 |
| 14. | What does risk behavior refers to?               | 3 |
| 15. | Define youth identity.                           | 3 |
| 16. | How is optimism related to emotional well-being? | 3 |

—x—