



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL

B.A. Honours 4th Semester Examination, 2023

GE2-P2-PSYCHOLOGY

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

**The paper consists of two sets GE-2A and GE-2B.
Candidates are required to answer any one and
clearly mention it in the answer scripts.**

GE-2A

PSYCHOLOGY AND MEDIA

GROUP-A

Answer any two from the following

12×2 = 24

1. What do you mean by propaganda? Critically review the history of propaganda. 4+8
2. Is media a boon or a bane? Justify your answer. 12
3. Discuss in detail about the role of media in social change. 12
4. How does Consumer Culture and identity affect consumer behavior? 12

GROUP-B

Answer any four from the following

6×4 = 24

5. Discuss the interface between media and psychology. 6
6. Explain the role of psychology in advertising. 6
7. How is consumption of media related to happiness? 6
8. Differentiate between fantasy v/s reality. 6
9. Discuss the portrayal of minority group in social group. 6
10. Explain propaganda through Psychoanalytic perspective. 6

GROUP-C

Answer any four from the following

3×4 = 12

11. Define media psychology. 3
12. State the nature of propaganda. 3
13. Write a note on internet addiction. 3

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| 14. | Write about media violence. | 3 |
| 15. | Define psychology. | 3 |
| 16. | What is consumer behavior? | 3 |

OR

GE-2B

YOUTH PSYCHOLOGY

GROUP-A

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

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|----|---|------|
| 1. | Define youth. Discuss the concerns of youth in Indian context. | 2+10 |
| 2. | Describe the influence of globalization on youth development and relationships. | 12 |
| 3. | Discuss the role of optimism and resilience on positive youth development. | 12 |
| 4. | Discuss the issues and challenges faced by today's youth. | 12 |

GROUP-B

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

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|-----|---|---|
| 5. | Describe the behaviour of the youth. | 6 |
| 6. | Discuss the different phases and difficulties of relationships. | 6 |
| 7. | Explain the characteristics of youth culture. | 6 |
| 8. | Discuss the role of culture in promoting social development. | 6 |
| 9. | Write a note on the impact of technology in youth culture. | 6 |
| 10. | Why is the concept of youth differs in different culture? | 6 |

GROUP-C

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

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|-----|--------------------------------------|---|
| 11. | Define youth psychology. | 3 |
| 12. | What do resilience mean? | 3 |
| 13. | Define positive youth development. | 3 |
| 14. | What do you mean by youth identity? | 3 |
| 15. | Define Romantic Relationships. | 3 |
| 16. | Write a short note on youth culture. | 3 |

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