



UNIVERSITY OF NORTH BENGAL
B.A. Honours 2nd Semester Examination, 2021

GE-2- PSYCHOLOGY (2A & 2B)

Full Marks: 60

ASSIGNMENT

The figures in the margin indicate full marks.

The Question paper contains GE-2A & GE-2B. The Candidates are required to answer any *one* from the *two* Courses. Candidates should mention it clearly on the Answer Book.

GE-2A-PSYCHOLOGY AND MEDIA

GROUP-A

Answer any *two* questions from the following (500 words) 20×2 = 40

1. Discuss the interface between psychology and media. How fantasy correlate the reality of media? 10+10
2. What do you understand by consumer behaviour? Why to consume? Discuss about the psychology of consumer. 5+5+10
3. Explain the role of psychology in advertising. Discuss about the nature of propaganda. 10+10
4. Explain the psychological effect of media on gender and minority groups. 10+10

GROUP-B

Answer any *two* questions from the following (300 words) 10×2 = 20

5. Explain the effect of media violence. 10
6. Describe the history of propaganda. 10
7. Explain the use and abuse of media. 5+5
8. Discuss about the role of media in social change. 10

OR

GE-2B-YOUTH PSYCHOLOGY

GROUP-A

Answer any *two* questions from the following (500 words) 20×2 = 40

1. Define youth. What do you mean by youth across cultures? Explain formulation of youth identity. 5+5+10
2. Discuss about youth development and relationship with family members and friends. Explain youth culture. 10+10
3. Explain youth and risk behaviors. Discuss about the education and employment of youth. 10+10
4. Discuss about positive youth development. Explain hope, optimism and resilience in developing youth. 10+10

GROUP-B

Answer any *two* questions from the following (300 words) 10×2 = 20

5. Explain concerns of the youth in Indian context. 10
6. Discuss about youth development and romantic relationships. 10
7. Describe the job opportunity and guidance of youth. 10
8. Discuss about counseling of young adults. 10

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