



'समानो मन्त्रः समितिः समानी'

**UNIVERSITY OF NORTH BENGAL**

B.A. Honours 2nd Semester Examination, 2022

**GE1-P2-PSYCHOLOGY**

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.*

*Candidates should answer in their own words and adhere to the word limit as practicable.*

*All symbols are of usual significance.*

**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* of the following**

12×2 = 24

1. Write about the various means of media that you are aware of. How does it affect the lives of people? 2+10
2. Media has a huge role to play in terms of social change. Do you agree? Justify your answers with suitable examples. 12
3. Advertisement has a great impact on consumer behaviour. To what extent do you agree to this? — Explain. 12
4. What are the influences of media on consumer behaviour? 12

**GROUP-B**

**Answer any *four* of the following**

6×4 = 24

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

**GROUP-C**

**Answer any *four* of the following**

3×4 = 12

11. Define media. 3

- |     |  |   |
|-----|--|---|
| 12. | What do you mean by FOMO?                            | 3 |
| 13. | How do you create consumer needs?                    | 3 |
| 14. | Write about the effects of advertising.              | 3 |
| 15. | How does consumer's behaviour affect mass and media? | 3 |
| 16. | Write a short note on Consumption & Happiness.       | 3 |

**OR**

**GE-2B  
YOUTH PSYCHOLOGY**

**GROUP-A**

**Answer any *two* of the following**

12×2 = 24

1. Write a note on the phases and difficulties faced in relationships.
2. What are the issues and challenges faced by the youth today?
3. Culture plays an essential role in promoting sustainable, economic and social development across the globe. — Explain.
4. Define youth culture. Explain its characteristics.

**GROUP-B**

**Answer any *four* of the following**

6×4 = 24

5. Why is the concept of youth different in different cultures?
6. Write a note on the impact of technology in youth culture.
7. How has globalization affected youth culture?
8. Suggest ways to improve family relationship dynamics.
9. Write a note on youth concerns pertaining to the Indian context.
10. Challenging norms is a part of youth culture. — Explain.

**GROUP-C**

**Answer any *four* of the following**

3×4 = 12

11. What is meant by positive youth development?
12. How is optimism related to youth development?
13. Define youth identity.
14. What does risk behaviour refer to in youth development?
15. What are the difficulties faced in romantic relationships?
16. How do you fit in with peers?

—×—