



'সমানো মন্ত্র: সমিতি: সমানী'

UNIVERSITY OF NORTH BENGAL

B.A. Honours 4th Semester Examination, 2022

GE2-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 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. Discuss the interface between media and psychology.
2. How does consumer culture and identity affect consumer behavior?
3. Elucidate on the role of psychology in advertising and its effect on consumer behavior.
4. Is media a boon or a bane? Justify your answer.

GROUP-B

Answer any four from the following

6×4 = 24

5. Discuss the fantasy v/s reality overview of media psychology.
6. How is consumption of media related to happiness?
7. Briefly explain propaganda through the psychoanalytic perspective.
8. Critically review the history of propaganda.
9. Critique the portrayal of minority group in social media.
10. Review the role of media in social change.

GROUP-C

Answer any four from the following

3×4 = 12

11. Define psychology.
12. What is propaganda?
13. State the nature of propaganda.

14. Discuss gender in media.
15. Analyze media violence.
16. State the criticism of internet addiction.

GE-2B
YOUTH PSYCHOLOGY

GROUP-A

Answer any two from the following

12×2 = 24

1. Explain youth culture and its characteristics.
2. Elaborate the role of culture in promoting sustainable, social and economic development across the globe.
3. Discuss the different phases and difficulties of relationships.
4. Describe the issues and challenges faced by the modern youth.

GROUP-B

Answer any four from the following

6×4 = 24

5. What are the various kinds of pressure in relationships?
6. What are the signs of troubled relationships?
7. Elaborate on the concerns of youth in the Indian context.
8. Explain youth and risk behaviour.
9. Analyse the influence of globalization on youth culture.
10. Illustrate the ways of improving family relationships.

GROUP-C

Answer any four from the following

3×4 = 12

11. State the difficulties in friendship.
12. What is “relationship difficulties”?
13. Explain youth development.
14. How do youth fit in with peers?
15. Describe youth identity.
16. What do resilience mean?

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