



WEST BENGAL STATE UNIVERSITY
B.A./B.Sc. Honours 4th Semester Examination, 2021

PSYACOR10T-PSYCHOLOGY (CC10)

APPLIED SOCIAL PSYCHOLOGY

Time Allotted: 2 Hours

Full Marks: 40

*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.*

GROUP-A

Write short notes on any *four* from the following

5×4 = 20

1. Different types of evaluation in applied social psychology
2. Job satisfaction in context of applied social psychology
3. Participatory action research
4. Impact Analysis
5. Perceptual biases in work field
6. Pro-environment behavior.

GROUP-B

Answer any *two* from the following questions

10×2 = 20

7. Define applied social psychology. Discuss the nature of applied social psychology. 2+8
8. Write down the different levels of analysis in applied social psychology.
9. Write down the role of applied social psychology in interpersonal processes in organization.
10. Explain how social psychology can be applied in the field of work.

N.B. : Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at In proper address). Students are strongly advised not to submit multiple copies of the same answer script.

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