



Time: 2 ½ hrs

Marks 75

Instructions: (a) All questions are compulsory and carry equal marks
(b) Figures to the right indicate marks
(c) Support answers with examples wherever necessary

- Q1 Define Psychology. Explain the role of informational processing model and its relevance in media with a suitable example [15]
- Q2. Answer any one set:-
A Bring out the need for media psychology. [8]
B Explain various branches in psychology. [7]
OR
C Define thinking. Explain instruments involved in the process of thinking. [8]
D Explain the steps involved in creative thinking and its relevance in media. [7]
- Q3. Answer any one set:-
A Bring out the role of psychoanalytic theory of personality and its relevance in media with suitable example. [8]
B Discuss the role of media in socialising the children and adolescents. [7]
OR
C What do you mean by conformity? Explain various factors influencing conformity. [8]
D Discuss various technique to achieve compliance [7]
- Q4. Critically examine the impact of media violence and steps to overcome the effect of media violence on children. [15]
OR
Define learning. Explain social cognition and its role in media with suitable example. [15]
- Q5. Write shorts notes on any three:- [15]
1. Negative Reinforcement
2. Gestalt principles of perception
3. Prosocial effect of media
4. Prejudice
5. Media and attitude formation
