

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MEDIA STUDIES
END TERM EXAMINATION - JAN 2023

Semester : SEMESTER - III - 2021

Course Code : BAJ2004

Course Name : Sem III - BAJ2004 - Advance psychology

Program : BA Journalism and Mass Communication

Date : 10-JAN-2023

Time : 9.30AM - 12.30PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.*
- (ii) Question paper consists of 3 parts.*
- (iii) Scientific and non-programmable calculator are permitted.*

PART A

ANSWER ALL THE FOLLOWING QUESTIONS

15 X 2 = 30M

1. Imagine a person holds a very strong, emotional antipathy towards members of a different social group. This person really hates these outgroup members. This is best classified as an example of which of the following?
a) Discrimination (CO1) [Knowledge]
b) Prejudice
c) Stereotyping
d) All of the above
2. There is clearer and better communication happening across cultures throughout the world
a) Some times (CO1) [Knowledge]
b) Always
c) I don't know
d) I agree
3. Media psychology tries to understand and comprehend the whole relationship with human beings to media and its technologies.
a) Some times (CO1) [Knowledge]
b) Always
c) I don't know
d) I agree

4. Due to media advancement cultures throughout the world are communicating in better way
a) Some times (CO1) [Knowledge]
b) Always
c) I don't know
d) I agree
5. Media Psychology is crucial to cinema
a) Some times (CO1) [Knowledge]
b) Always
c) I don't know
d) I agree
6. How long does the average person spend on social media per day?
a) 1 hour (CO2) [Knowledge]
b) 1/2 day
c) 8 hours per day
d) Not yet all
7. What kind films effects teenagers, and where our society is heading
a) Crime (CO2) [Knowledge]
b) Comedy
c) Family drama
d) Revolution Movies
8. Behavior is a person's observable and manifest actions do you agree
a) Never (CO2) [Knowledge]
b) I don't
c) I agree
d) Some times
9. What is the most popular social media platform?
a) Facebook (CO2) [Knowledge]
b) LinkedIn
c) YouTube
d) None of the above
10. Youngsters spend more and more time on social media
a) Never (CO2) [Knowledge]
b) I don't
c) I agree
d) Some times
11. Mass media have been a crucial player in how human beings get informed, entertained and educated today
a) I don't agree (CO3) [Knowledge]
b) I agree
c) Sometimes I agree
d) May be

12. Distance learning and virtual classrooms have increased in covid pandemic times
 a) Never (CO3) [Knowledge]
 b) Some times
 c) Could be
 d) Yes
13. There are many different branches of psychology, which one you feel correct answer
 a) Counselling (CO3) [Knowledge]
 b) Clinical personality
 c) Educational psychology
 d) All Three
14. The term "mass media" means.
 a) Means of communication (CO3) [Knowledge]
 b) Something that comes with an accepted meaning
 c) Means of communicating to a large group of people
 d) A current style
15. The term "print media" means.
 a) News paper (CO3) [Knowledge]
 b) Maxine
 c) Books
 d) All of the above

PART B

ANSWER ALL THE FOLLOWING QUESTIONS

8 X 5 = 40M

16. The new breed of cyber addicts is a cause of worry to the psychologists? give suitable examples
 (CO1) [Comprehension]
17. Intelligence Quotients of people in general are rising, list reasons?
 (CO1) [Comprehension]
18. Psychology many Subfields name few of them? and discuss its merits
 (CO2) [Comprehension]
19. Psychology is a study of human behavior to particular concept. Discuss.
 (CO2) [Comprehension]
20. How media can be used for higher education? What are challenges in infrastructure development in India
 (CO2) [Comprehension]
21. The Duality of the media is most apparent in the current times. The media carries content which the consumers demand and media producers come up with content which they want the audience to consume, discuss present time examples
 (CO3) [Comprehension]
22. If given chance how do you design the media material for betterment of physically and developmentally backward people
 (CO3) [Comprehension]

23. Psychology arms us with tools to understand human behavior, personality development, social intelligence, self-esteem, emotional stability, persuasion, discuss this thing and justify how it is helpful in human development

(CO3) [Comprehension]

PART C

ANSWER ALL THE FOLLOWING QUESTIONS

2 X 15 = 30M

24. Media psychology deals with the interaction between human beings with media and media technology discuss

(CO3) [Application]

25. What makes research in media psychology a challenging?

(CO3) [Application]
