

B.Y.B.A.M II / Intro. to Media psychology / 60

Q.P. Code :03685

[Time: 2.5 Hours]

[ Marks:75]

Please check whether you have got the right question paper.

- N.B: 1. All questions are compulsory.  
2. Marks are indicated to the right of each question.

- Q.1\* Define motivation. Explain Maslow's Hierarchy of Needs theory. Illustrate with examples as to how this theory can be applied to mass media. (15)
- Q.2 Answer any one set:
- a. Explain in brief the various branches of Psychology. (07)
  - b. Define thinking. What are the characteristics of a creative thinker? (08)
- OR
- c. Discuss the positive and negative media effects. (07)
  - d. Discuss the effects of violence depicted in the media. (08)
- Q.3 Answer any one set:
- a. Discuss the Fundamental aspects of personality. (07)
  - b. Enumerate the various research methods used in media psychology. (08)
- OR
- c. Explain briefly Gestalt's principles of perception. (07)
  - d. Discuss the process of Indoctrination through Mass Media. (08)
- Q.4 Answer any one set:
- a. Explain Freud's Psychoanalytic theory and the Trait theory of Personality. (15)
- OR
- b. What do you understand by Conformity and Compliance? What experiments have been carried out to illustrate these phenomena? (15)
- Q.5 Write Short notes on **any 3** of the following (15)
- a. Cognitive Dissonance
  - b. Theories of Memory
  - c. Pro-social media effects
  - d. Types of prejudice
  - e. Stages of creative Thinking