

SVKM's NMIMS University
School of Distance Learning

Industrial Sociology & Social Psychology

Date :12.12.2007
Time : 3.00 to 6.00

Marks : 100

Please note: (1) All questions are compulsory
(2) Answer to the point
(3) This paper has two parts. Part A is Social Psychology (60Marks)
Part B is Industrial Sociology (40 Marks). Both parts are to be attempted.

PART A – SOCIAL PSYCHOLOGY (60 MARKS)

Q I Write short notes any two Marks 20

- (a) Social Influence
- (b) Power and Authority
- (c) Cognitive Dissonance
- (d) Stereotyping & its Impact

Q II. Answer the following in 15-20 lines (Any two) Marks 40

- (1) Discuss the factors that impact group conformity. Give suitable examples to support your answer.
- (2) With the help of suitable examples discuss how can persuasive messages influence individuals thinking?
- (3) Discuss how attitudes can be modified in order to bring perceptible change in individuals behaviour?
- (4) What is stereotyping? How does it occur?

PART B - INDUSTRIAL SOCIOLOGY (MARKS 40)

Q 1 Answer any four from the following **Marks-40**

- (1) What is the difference between power and authority? What are power tactics?
- (2) What is a trade union? Discuss what are the functions of a trade union?
- (3) What is role conflict? Discuss with help of suitable examples how role conflicts affect us and how can we resolve them.
- (4) How can you motivate people to work? Discuss your answer with the help of any one theory of motivation.
- (5) Discuss how does your understanding of managerial grid will help you to understand patterns of leadership
- (6) What is leadership? Discuss any one theory of leadership.
- (7) What is the difference between formal and informal group? Is trade union a formal or informal group? Justify your answer with suitable reasons.
