

MAHATMA GANDHI UNIVERSITY, KOTTAYAM
SECOND SEMESTER MGU-UGP (HONOURS) MODEL
EXAMINATION, APRIL 2025

MG2MDCPSY100- Psychology of Friendship and Love

(2024 Admission onwards)

Duration: 1.5 hrs

Maximum marks: 50

Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)

Students should attempt at least one question from each course outcome to enhance their overall outcome attainability.

[Learning Domain] [CO No]

Part A

MCQ

Answer all Questions

Each question carries 1 mark each

1. Which among the following is not characteristic of a healthy relationship: [U] [CO 1]
a. Trust b. Communication c. Control d. Respect
2. Close friendship may develop between students who sit in neighbouring seats in a classroom. This is due to the effect of: [U] [CO 1]
a. Proximity b. Intimacy c. Physical attractiveness d. Similarity
3. We may develop positive feelings towards people whom we see regularly, even if we haven't spoken to them. This is due to [U] [CO 1]
a. Acquaintance b. Mere Exposure Effect c. Commitment d. Impression
4. Liking those who show that they like you is called: [U] [CO 1]
a. Frenemy b. Empty Love c. Infatuation d. Reciprocal Liking
5. Which among the following is a relationship maintenance strategy: [U] [CO 1]
a. Assurances b. Openness c. Positivity d. All of the Above
6. The most important element in friendship is: [K] [CO 1]
a. Spending time together b. Helping them c. Emotional support d. Trust
7. The assumption that everyone is heterosexual, leading to research designs that often exclude or ignore same sex relationship is called: [K] [CO1]
a. Homosexual b. Attribution c. Heterosexism d. Sexism

8. The type of love that consists of passion and commitment, without intimacy is: [K] [CO1]
 - a. Companionate love
 - b. Romantic love
 - c. Fatuous love
 - d. Consummate love
 9. Trust issues are more prevalent in people with attachment style. [U] [CO1]
 - a. Anxious
 - b. Avoidant
 - c. Secure
 - d. Passive
 10. Which component of love decreases in a relationship as years pass by: [U] [CO2]
 - a. Commitment
 - b. Passion
 - c. Intimacy
 - d. Trust
 11. Suppose your girlfriend/ boyfriend is hyper sensitive to even mild criticisms and is always anxious whether you will abandon him/her. This might be indicative of: [A] [CO2]
 - a. High Rejection Sensitivity
 - b. Phobia
 - c. Secure attachment style
 - d. Distrust
 12. Women are emotionally weak, whereas, Men are strong leaders. This is an example of:
 - a. Gender Stereotype
 - b. Sexual Orientation
 - c. Discrimination
 - d. Prejudice. [U] [CO 3]
 13. Which type of self-disclosure leads to the development of intimacy: [U] [CO3]
 - a. Factual Self-disclosure
 - b. Emotional Self-disclosure
 - c. Neutral Disclosures
 - d. Lack of self-disclosure
 14. The act of helping others, without expecting anything in return: [K] [CO3]
 - a. Charity
 - b. Antisocial
 - c. Altruism
 - d. Empathy
 15. The process whereby we promote positive relationship behaviours is called: [U] [CO4]
 - a. Aversive processes
 - b. Appetitive processes
 - c. Gratitude
 - d. Altruism
 16. Discrimination against people on the basis of their gender is called: [U] [CO3]
 - a. Stereotype
 - b. Sexism
 - c. Gender Identity
 - d. Sexual Orientation
 17. There seem to be an invisible barrier that prevents most women and ethnic minorities from being advanced to top-level professional positions such as CEOs. This is called: [U] [CO3]
 - a. Glass ceiling effect
 - b. Female gender role
 - c. Gender Difference
 - d. Distortion
 18. Imagine that someone offered you alcohol during a gathering, being a non-drinker, you said “No” despite pressures to get along. And you could convince them that you prefer non- alcoholic drinks, in a respectful manner. This is an example of: [A] [CO4]
 - a. Passive Communication
 - b. Aggressive Communication
 - c. Assertive Communication
 - d. Submissive Communication
 19. Disagreement between two or more people is called: [U] [CO4]
 - a. Similarity
 - b. Interpersonal Conflict
 - c. Aggression
 - d. Violence
 20. If a conflict arise between you and your partner how would you deal with it? [A] [CO4]
 - a. Open and honest communication
 - b. Complain
 - c. Use emotionally loaded words
 - d. All of the above
- (20×1=20)**

Part B

Short Answer Questions

Answer any 10

Each question carries 3 marks

21. What are the 3 steps involved in friendship repair ritual? [U] [CO 1]
22. Suppose your friend or someone you care is struggling with his/ her marriage which is on the verge of divorce. Suggest some ways/ strategies to help their relationship last. [A] [CO 2]
23. Write on the key attributes that constitute the traditional male gender-role. [U] [CO 3]
24. Imagine that one of your friend had a fight with another classmate, your friend tells you that they have forgiven each other, but he keeps avoiding that person and doesn't want to engage with him anymore. How would you explain to him the real essence of forgiveness and what it really means to forgive? [A] [CO 3]
25. "Avoiding conflict can lead to a self-perpetuating cycle". Explain briefly the conflict avoidance cycle with the help of a diagram. [U] [CO 4]
26. Many women find it very difficult to balance family responsibilities and career. Some might give up their career and others might choose not to marry. What can be done to help alleviate women's stress in this area? [A] [CO 3]
27. Suppose you are having an intense conflict with your best friend, which style of conflict management would you choose to solve it? Why? [A] [CO 4]
28. Imagine that one of your cousins are highly critical of the effect internet on relationships. Although it is true that there are negative impacts, how would you make him/ her aware of the positive contributions of internet on relationships. Mention any 3 points to defend your position. [A] [CO 2]
29. Consider the following scenario, one of your friend is thinking of starting an account on an online dating app. What advices would you give to him/her concerning the dangers of building a relationship online? [A] [CO 2]
30. "Men are more aggressive than women". Analyse whether there is any truth in this statement. How do men and women differ on aggression. [An] [CO 3]
31. "Women are more emotional than men". Analyse how research findings support this fact. [An] [CO 3]
32. Analyse the differences in sexual attitudes among men and women. [An] [CO3]
33. Suggest simple practical means to cultivate a culture of appreciation in relationships. [A] [CO 4]

(10×3=30)

MAHATMA GANDHI UNIVERSITY, KOTTAYAM

SECOND SEMESTER MGU-UGP (HONOURS)

MODEL QUESTION PAPER APRIL 2025

MG2DSCPSY100: Psychology as a Profession

(2024 Admission onwards)

Duration: 2 hrs Maximum Marks: 70 MARK

*Remember(K), Understand(U), Apply(A), Analyse(An),
Evaluate(E), Create(C), Skill(S), Interest(I) and Appreciation(Ap)*
Students should attempt at least one question from each course outcome to
enhance their overall outcome attainability.

Part A

Multiple Choice Question- Choose the most appropriate answer

Answer all questions

Each question carries 1 marks

Question 1: (Bloom's Taxonomy: Remembering, CO1)

Who influenced J.B Watson with the work in conditioning learning on his work on behaviourism?

- A) Edward Tichener
- B) Max wertheimer
- C) Ivan Pavlov
- D) Anna Freud

Question 2: (Bloom's Taxonomy: Remembering, CO1)

What does the term 'cognition' refer to?

- A) Only memory-related processes
- B) Only the ability to solve mathematical problems
- C) All forms of knowing, including reasoning, remembering, and decision-making
- D) The study of physical brain structures

Question 3: (Bloom's Taxonomy: Understanding, CO1)

The term Tabula Rasa means

- A).Blank Slate
- B).Black Slate
- C).Filled Slate
- D).None of the above

Question 4: (Bloom's Taxonomy: Understanding, CO1)

What does biopsychology primarily study?

- A) The role of cultural influences on behavior
- B) The biological bases of behavior and mental processes
- C) The impact of environment on personality development
- D) The effects of social interactions on learning

Question 5: (Bloom's Taxonomy: Remembering CO1)

Which of the following is NOT a Gestalt principle?

- A) Proximity
- B) Similarity
- C) Continuity
- D) Hindsight

Question 6: (Bloom's Taxonomy: Remembering CO1)

What is humanistic psychology primarily concerned with?

- A) Unconscious desires and conflicts
- B) Observing only external behavior
- C) Human potential and self-actualization
- D) Conditioning and reinforcement

Question 7: (Bloom's Taxonomy: Understanding,CO1)

The psychodynamic approach focuses on which of the following?

- A) Conscious thoughts only
- B) Social interactions only
- C) Unconscious conflicts and childhood experiences
- D) Biological processes only

Question 8: (Bloom's Taxonomy:Understanding,CO1)

Who conducts research in the legal process and court system

- A)Psychotherapist
- B)ClinicalPsychologist
- C)Counseling Psychologist
- D)Legal Psychologist

Question 9: (Bloom's Taxonomy: Remembering CO1)

The Kübler-Ross model deals with

- A)Stages of bereavement
- B)Stages of development
- C)Stages information processing
- D)Stages personality

Question 10: (Bloom's Taxonomy: Understanding CO1)

In cancer care which of the following is most important for a psychologist?

- A)learning psychotherapy
- B)learning cancer biology and treatment
- C)learning pain and distress management
- D)learning family therapy

Question 11: (Bloom's Taxonomy: Understanding, CO2)

A Psychologist who performs diagnosis, treatment, psychotherapy, certification of mental disorders is known as....

- A)Psychotherapist
- B)Clinical Psychologist
- C)Counseling Psychologist
- D)Legal Psychologist

Question 12: (Bloom's Taxonomy: UnderstandingCO2)

Which kind of Professional help a manager to reduce absenteeism of an employee to work

- A)Psychotherapist
- B)Personality Psychologist
- C)Human resource manager
- D)Organisational Psychologist

Question 13: (Bloom's Taxonomy: Understanding, CO2)

Which of the following is a major challenge to Personality Psychology

- A)Assessing personality
- B)Modifying personality
- C)Defining personality
- D)Classifying personality

Question 14: (Bloom's Taxonomy: Understanding CO2)

The Indian approach to personality is known as?

- A)OCEAN
- B)TRIGUNA
- C)PEN
- D)ID

Question 15: (Bloom's Taxonomy: UnderstandingCO2)

Neuropsychology is the study of

- A)Mental processes
- B)Brain
- C)Brain and behaviour
- D)Overt Behaviour

Question 16: (Bloom's Taxonomy: RememberCO3)

Who was the pioneer of psychoanalysis in India?

- A)Narendra NathSengupta
- B)GirindraShekar Bose
- C)Indra Sen
- D)BrojendraNath Seal

Question 17: (Bloom's Taxonomy: Remembering CO3)

A clinical psychologist must be licensed by which regulatory body in India?

- A)APA
- B)WHO
- C)RCI
- D)NCERT

Question 18: (Bloom's Taxonomy: Remembering CO3)

Which qualification allows professionals to practice independently as trained Clinical Psychologists?

- A) PG Diploma in Clinical Psychology
- B) M.Psy (Clinical Psychology)
- C) B.A. in Psychology
- D) M.A. in Counseling Psychology

Question 19: (Bloom's Taxonomy: Understanding, CO4)

What is the primary goal of Psychological First Aid (PFA)?

- A) To diagnose mental illnesses
- B) To reduce initial post-trauma distress and support adaptive functioning
- C) To provide long-term psychotherapy
- D) To prescribe medication for trauma survivors

Question 20: (Bloom's Taxonomy: Understanding, CO4)

An ethical dilemma occurs when:

- A) A professional is unsure about a workplace rule
- B) Moral values or ethical principles are in conflict
- C) A professional follows all ethical guidelines perfectly
- D) There is no decision-making required

[1x20 = 20]

Part B

Short Answer

Answer any **10** questions

Each question carries **3** marks

Question 21: (Bloom's Taxonomy: Understand, CO1)

Briefly explain goals of psychology

Question 22: (Bloom's Taxonomy: Remember, CO1)

Explain Pseudo psychology

Question 23: (Bloom's Taxonomy: Analyse, CO1)

Compare and contrast structuralism and Functionalism

Question 24: (Bloom's Taxonomy: Understand, CO2)

Write a note on Comparative Psychology

Question 25: (Bloom's Taxonomy: Analyse, CO2)

What are the challenges of abnormal and clinical Psychology

Question 26: (Bloom's Taxonomy: Analyse, CO3)

What type of mental health issues does a counseling psychologist typically address?

Question 27: (Bloom's Taxonomy: Analyse, CO3)

Explain the characteristics of Rajasic personality?

Question 28: (Bloom's Taxonomy: Analyse, CO3)

Explain the significance of Body Language in Communication

Question 29: (Bloom's Taxonomy: Analyse, CO3)

Define multicultural skills and explain their significance in psychology.

Question 30: (Bloom's Taxonomy: Analyse, CO4)

What are the three ethical principles mentioned in the text that help professionals navigate difficult situations?

Question 31: (Bloom's Taxonomy: Apply, CO4)

State the applications of any two branches of psychology

Question 32: (Bloom's Taxonomy: Analyse, CO4)

Explain the job role of any sports psychologist

Question 33: (Bloom's Taxonomy: Remember, CO4)

Define 'competence' in the context of professional ethics for psychologists

[3x10 = 30]

Part C

Essay

Answer any 2 questions

Each question carries 10 marks

Question 34: (Bloom's Taxonomy: Understand CO1)

Elaborate on what is psychology and what is not Psychology

Question 35: (Bloom's Taxonomy: Remember, CO1)

Define Psychology and explain the goals of psychology with examples

Question 36: (Bloom's Taxonomy: Understand, CO2)

Define personality and explain any two theoretical approaches to personality

Question 37: (Bloom's Taxonomy: Analyse, CO3)

Analyse the concept of observation in psychology, including its advantages and disadvantages.

[10x2 = 20]

MAHATMA GANDHI UNIVERSITY, KOTTAYAM
MGU-UGP (HONOURS)
SECOND SEMESTER EXAMINATION
(2024 ADMISION ONWARDS)
MG2MDCPSY101 - PSYCHOLOGY OF ADVERTISEMENT

Duration: 1.30 hrs

Maximum Marks: 50

Part A

MULTIPLE CHOICE QUESTIONS

Answer 20 questions. Each carries 1 mark.

1. Which of the following is NOT a stage in the AIDA model? (K, 1)
a) Attention b) Interest c) Desire d) Evaluation
2. The primary objective of integrated advertising is to (U, 1)
a) Maximize production costs
b) Create a consistent brand message across all channels
c) Target a specific demographic
d) Increase sales through discounts
3. Which of the following is an example of in-store advertising? (K, 1)
a) A billboard on the highway
b) A radio commercial during rush hour
c) A product display at the end of an aisle
d) A celebrity endorsement in a magazine
4. Classical conditioning in advertising aims to (U, 1)
a) Reward consumers for desired behavior
b) Create an emotional association with a product
c) Provide detailed information about product features
d) Persuade consumers through logical arguments

5. Word-of-mouth advertising relies on (U, 1)
 - a) Paid media placements
 - b) Celebrity endorsements
 - c) Consumer-to-consumer communication
 - d) Large-scale advertising campaigns
6. What is the most cost-effective form of advertising? (U, 1)
 - a) Television
 - b) Radio
 - c) Word-of-Mouth
 - d) Billboard Advertising
7. Which of the following is NOT a traditional form of advertising? (K, 1)
 - a) Television
 - b) Radio
 - c) Print
 - d) Social Media Marketing
8. What type of advertising involves paid messages broadcast on television or radio? (K, 1)
 - a) Print Advertising
 - b) Online Advertising
 - c) Broadcast Advertising
 - d) Direct Mail
9. Newspapers and magazines are examples of which type of advertising? (K, 1)
 - a) Broadcast Advertising
 - b) Print Advertising
 - c) Outdoor Advertising
 - d) Direct Mail
10. What is the term for advertising that utilizes billboards, posters, and other large-scale displays? (K, 1)
 - a) Outdoor Advertising
 - b) Transit Advertising
 - c) In-store Advertising
 - d) Direct Mail
11. How do jingles and slogans improve advertising? (A, 3)
 - a) They increase the production cost of advertisements
 - b) They confuse the audience
 - c) They improve brand recall
 - d) They reduce the effectiveness of marketing
12. Highlighting customer reviews in advertisements serves to- (U, 3)
 - a) Reinforce trust and motivation
 - b) Decrease brand credibility
 - c) Confuse potential buyers
 - d) Limit consumer engagement

13. Which of the following is NOT a technique used to highlight product benefits? (K, 3)
- a) Consumer testimonials
 - b) Demonstrative advertisements
 - c) Industry certifications
 - d) Price inflation
14. Which of the following is NOT a stage in the process of acquiring and encoding advertising information? (K, 2)
- a) Pre-attentive analysis
 - b) Focal attention
 - c) Subliminal encoding
 - d) Elaborative reasoning
15. Why is semantic analysis more advantageous for advertisers than feature analysis? (U, 2)
- a) It only focuses on the brand logo
 - b) It captures both perceptual and conceptual features of a product
 - c) It prevents consumers from making any decisions
 - d) It processes information only in explicit memory
16. Salience in advertising depends on (U, 2)
- a) How different a stimulus is from its surroundings
 - b) The amount of text in an advertisement
 - c) Whether an ad is placed on social media
 - d) The total cost of the advertisement
17. What is the primary purpose of advertising? (U, 1)
- a) To create awareness, influence behavior, and drive sales
 - b) To reduce product prices

- c) To provide free services to consumers
 - d) To keep consumers confused about products
18. What is an important objective of advertising when launching a new product? (U, 1)
- a) Keeping product details secret
 - b) Creating buzz and awareness among potential customers
 - c) Stopping competitors from advertising
 - d) Selling only to wholesalers
19. Why do advertisers use psychological principles in message creation? (U, 1)
- a) To connect with consumers emotionally
 - b) To reduce creativity
 - c) To increase product prices
 - d) To focus only on financial analysis
20. In which stage of the AIDA model do marketers aim to capture the potential buyer's focus? (K, 1)
- a) Interest
 - b) Action
 - c) Attention
 - d) Decision

(1x20= 20 marks)

PART B

SHORT ANSWER QUESTIONS

Answer any 10 questions. Each question carries 3 marks.

- 21. Summarise the AIDA model. (U, 1)
- 22. Identify the stages of processing information from an advertisement. (A, 2)
- 23. What is Integrated Advertising? (U, 1)

24. Give any 3 objectives of advertising. (U, 1)
25. Examine the effects of advertising on consumer behavior. (An, 3)
26. Summarise the limitations of radio advertising. (U, 1)
27. Examine the role of building trust and confidence of the consumers. (An, 3)
28. Outline the advantages of television advertising. (U, 1)
29. Identify the individual determinants in the decision-making process. (A, 2)
30. What do you mean by celebrity endorsements in advertising? (U, 1)
31. Summarise radio advertising. (U, 1)
32. Write on classical conditioning in advertising with examples. (U, 1)
33. Simplify the concept of psychological analysis of an advertisement. (An, 4)

(3x10= 30 marks)