



UNIVERSITY OF NORTH BENGAL
B.A. Honours 4th Semester Examination, 2021

GE4-PSYCHOLOGY (2A & 2B)

Full Marks: 60

ASSIGNMENT

The figures in the margin indicate full marks.

**The question paper contains GE-2A and GE-2B.
The candidates are required to answer any *one* from *two* courses.
Candidates should mention it clearly on the Answer Book.**

GE-2A

PSYCHOLOGY AND MEDIA

GROUP-A

Answer any *two* questions from the following (500 words) 20×2 = 40

1. Discuss the interphase between psychology and media. How fantasy correlate the reality of media? 10+10
2. What do you understand by consumer behavior? Why to consume? Discuss about the psychology of consumer. 5+5+10
3. Explain the role of psychology in advertising. Discuss about the nature of propaganda. 10+10
4. Explain the psychological effect of media on gender and minority groups. 10+10

GROUP-B

Answer any *two* questions from the following (300 words) 10×2 = 20

5. Discuss about the consumer culture and identity. 10
6. Describe the history of propaganda. 10
7. Explain the use and abuse of media. 5+5

8. Discuss about the role of media in social change. 10

GE-2B

YOUTH & PSYCHOLOGY

GROUP-A

Answer any two questions from the following (500 words) 20×2 = 40

1. What is meant by youth identity? Explain the various youth cultures across the globe. 5+15
2. Why is family relationship important? Explain different ways of parenting. 6+14
3. What are the various issues and challenges that youth are facing with regard to education, employment and risk behaviors? 20
4. What is the concept of positive youth development? How do you counsel the young adult? 6+14

GROUP-B

Answer any two questions from the following (300 words) 10×2 = 20

5. Define youth. What are the various concerns of the youth especially in Indian context? 2+8
6. How is globalization playing a major role in influencing the youth at present? 10
7. How is the risk behavior like addiction an issue or challenge for youth? 10
8. What are the various resources that may help in the betterment of youth? 10

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