



UNIVERSITY OF NORTH BENGAL
B.A. Programme 6th Semester Examination, 2021

GE2-PSYCHOLOGY (2A & 2B)

Full Marks: 60

ASSIGNMENT

The figures in the margin indicate full marks.

The Question paper contains GE-2A & GE-2B. The Candidates are required to answer any *one* from the *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. Explain the interface between psychology and media. Describe the correlation between fantasy and reality of media. 10+10
2. Why to consume? Define consumer behavior. Discuss about the psychology of consumer. 5+5+10
3. Describe 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. Describe the history of propaganda. 10
6. Discuss about the effect of media violence. 10
7. Write a short note on the use and abuse of media. 10
8. Discuss about the role of media in social change. 10

OR

GE-2B-YOUTH PSYCHOLOGY

GROUP-A

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

1. What do you mean by youth? What is youth across cultures? Describe the formulation of youth identity. 5+5+10
2. Explain youth development and relationship with family members and friends. Describe influence of globalization in youth culture. 10+10
3. Discuss issues and challenges of youth and risk behaviors. Discuss about the education and employment of youth. 10+10
4. Describe positive youth development. Explain hope, optimism and resilience in developing youth. 10+10

GROUP-B

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

5. Write a short note on Concerns of Youth in Indian context. 10
6. Describe youth development and romantic relationships. 10
7. Discuss about the job opportunity and guidance of youth. 10
8. Explain counseling of young adults. 10

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