

Question Paper

Exam Date & Time: 21-May-2024 (10:00 AM - 12:00 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

SIXTH SEMESTER B.Sc (PSYCHOLOGY) DEGREE EXAMINATION - MAY/JUNE 2024
SUBJECT: PSY3241- PROGRAM ELECTIVE - II : MEDIA PSYCHOLOGY
(2020 SCHEME)

Marks: 50

Duration: 120 mins.

Answer all the questions.

- | | | |
|-----|--|------|
| 1) | Explain cognitive and behavioral effects in Advertising. | (10) |
| 2) | Explain media influence on Adolescents with reference to body image, eating disorders and fandom | (10) |
| 3A) | Reality shows and its impact | (5) |
| 3B) | Media Violence | (5) |
| 3C) | Agenda Setting | (5) |
| 3D) | Children and Media Fantasy | (5) |
| 4A) | Video Gaming | (2) |
| 4B) | Conditioning | (2) |
| 4C) | Media and Mental Health | (2) |
| 4D) | Online Dating | (2) |
| 4E) | Media and Men | (2) |

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SIXTH SEMESTER B.Sc (PSYCHOLOGY) DEGREE EXAMINATION - MAY/JUNE 2024
SUBJECT: PSY3242- PROGRAM ELECTIVE - II : BEHAVIOR ECONOMICS
(2020 SCHEME)

Marks: 50

Duration: 120 mins.

Answer all the questions.

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|-----|--|------|
| 1) | Explain the concept of Money Illusion | (10) |
| 2) | Apply choice architecture as a method to retain consumer sovereignty | (10) |
| 3A) | Summarise the regret theory. | (5) |
| 3B) | Explain the cost of zero cost with two examples. | (5) |
| 3C) | Describe endowment effect | (5) |
| 3D) | Outline the role of rationality in behavioural economics | (5) |
| 4A) | What is System 2 thinking? | (2) |
| 4B) | What is an Intertemporal Choice? | (2) |
| 4C) | Which are the two reasons for the occurrence of planning fallacy? | (2) |
| 4D) | What is status quo bias? | (2) |
| 4E) | What is Cognitive Ease? | (2) |

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