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FYBMM (CE)  
OP3AFR

Media  
Psychology

Time=2.5 hrs

Max marks: 75

Q.1 Explain various personality trait theories.

15

Q.2

A. Define long term and short term memory and explain their characteristics.

08

B. Explain the humanistic theory of personality.

07

OR

Q 2} P. Explain the process of memory from sensory organs to LTM.

08

Q. Explain the Big Five Model.

07

Q.3

A. How can things be recalled?

08

B. Explain positive and negative reinforcement.

07

OR

Q 3} P. What is perception? State its types.

08

Q. Discuss the effects of media violence

07

Q.4 Explain branches of psychology.

15

OR

Q.4 Explain the functions of attitude.

15

Q.5 Write short notes (Any 3)

15

a. Conformity as type of social influence

b. Motivation

c. Media psychology

d. Levels of processing

e. Personality