BACHELOR OF ARTS

ASSIGNMENT

JULY 2025 - JANUARY 2026

APPLIED SOCIAL PSYCHOLOGY (BPCC 110)

SCHOOL OF SOCIAL SCIENCES (SOSS)

INDIRA GANDHI NATIONAL OPEN UNIVERSITY

MAIDAN GARHI, NEW DELHI - 110068

Dear Learner,

As we have informed you in the Programme Guide, evaluation at IGNOU consists of two parts: i) continuous evaluation through assignments, and ii) term-end examination. In the final result, assignments of a Course will carry 30% weightage while 70% weightage is given for term-end examination (total 100 marks).

BPCC 110 is a 4 + 2 credits course and has two assignments. **The assignment is thus of 70 marks and the remaining 30 marks are for practicals.**

Assignment I has Descriptive Category Questions (DCQs). These are meant for writing essay type answers, with an introduction and a conclusion. These are intended to test your ability to describe understanding/knowledge about the topic in a systematic, to-the-point, and coherent manner.

Assignment II has Middle Category Questions (MCQs). These questions require you to first analyse the topic in terms of arguments and explanations and then write the answers in a concise manner. They are meant to test your ability to clearly understand concepts and processes.

Before you attempt the assignments, please read the instructions carefully provided in the Programme Guide. It is important that you write the answers to all the TMA questions in **your own words.** Your answers should be according to the word-limit set for a particular section. Remember, writing answers to assignment questions will improve your writing skill and sharpen your understanding of the concepts. It will also help you prepare for the term-end examination.

Submission

Session	Last Date of Submission*	To be Sent
For July 2025	31st March 2026	To The Coordinator of the Study Centre allotted to you
For January 2026	30th September, 2026	
	(Please check the dates from www.ignou.ac.in)	

* You need to submit the assignments within the stipulated time for being eligible to appear in the term-end examination.

Please obtain a receipt from the study centre for the assignments submitted and retain it. Also keep a photocopy of the assignments with you. The Study Centre will return the assignments to you after they are evaluated. The completed assignment should be sent **only** to the Coordinator of the Study Centre allotted to you.

Following instructions are to be carefully followed before writing the assignments:

1. You will find it useful to keep the following points in mind:
   - **i. Planning:** Read the assignments carefully. Go through the Units on which they are based. Make some points regarding each question and then re-arrange these in a logical order.
   - **ii. Organisation:** Read the study material carefully, analyse it, and then prepare a rough outline of your answer. Give adequate attention to your introduction and conclusion. Make sure that your answer:
     - a) is logical and coherent;
     - b) has clear connections between sentences and paragraphs;
     - c) is written correctly giving adequate consideration to your expression, style and presentation
   - **iii. Presentation:** Once you are satisfied with your answers, you can write down the final version for submission. Write each answer neatly with proper spacing, and underline the points you wish to emphasise. Make sure that the answer is around the suggested word limit.
2. Use A4 size ruled paper for your response and tie all the pages carefully. Allow a four cm margin on the left and leave some space between each answer. This will facilitate the evaluator to write useful comments in the margin at appropriate places.
3. ***Answers should be in your own handwriting.*** Do not print or type the answers. Do not copy your answers from the study material sent to you by the University or from other learners. If you copy, you will get zero marks for the respective question.
4. You need to attach a copy of the TMA with the completed assignment before submitting it.
5. In case you have requested for a change of Study Centre, you should submit your Tutor Marked Assignments only to the original Study Centre until the change of Study Centre is notified by the University.
6. If you find that there is any factual error in evaluation of your assignments, e.g., any portion of assignment response has not been evaluated or total of score recorded on assignment response is incorrect, you should approach the coordinator of your study center for correction and transmission of correct score to headquarters.

Wish you all the best!

Discipline of Psychology
SOSS, IGNOU, New Delhi

APPLIED SOCIAL PSYCHOLOGY (BPCC 110)

Tutor Marked Assignments (TMA)

Course Code: BPCC 110
Assignment Code: Asst /TMA /July 2025- January 2026
Total Marks: 70

NOTE: All assignments are compulsory.

Instructions:

1. Have a title page. Include details like Name, Enrolment number, Email id, Regional Centre, Study Centre, Programme Title and code, Course title and code and Tutorial code.
2. Use A4 size paper for the tutorial (ruled/ bank).
3. For making tables, blank pages can be used and tables/ graphs (if any) to be drawn in pencil.
4. Content should not be plagiarised.

Assignment One

Answer the following questions in about 500 words each. Each question carries 20 marks.

2 x 20 = 40

1. Explain the nature and scope of applied social psychology. Differentiate between social psychology and applied social psychology.

2. Describe group dynamics at workplace.

Assignment Two

Answer the following questions in about 100 words each. Each question carries 5 marks.

6 x 5 = 30

3. Explain thematic analysis.

4. Describe various types of intervention.

5. Describe the prominent techniques of compliance.

6. Explain cultural factors that influence consumer behaviour.

7. Explain teacher student relationship in educational set up.

8. Describe the social influences on health.

NOTE: Please note that the assignment is out of 70 marks and 30 marks are for practicals.