* 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 2026- January 2027
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.

2 x 20 = 40

1. Define research. Describe the in-depth interview and narrative interviews as methods of data collection in qualitative research in applied social psychology.

2. Describe conflict and conflict management at workplace.

Assignment Two

Answer the following questions in about 100 words each.

6 x 5 = 30

3. Intervention mapping.

4. Explain impact analysis.

5. Describe the the concepts of schemas and heuristics.

6. Explain self- handicapping in the classroom.

7. Describe team confidence.

8. Explain the three main forms of social dilemmas.

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

1. Define research. Describe the in-depth interview and narrative interviews as methods of data collection in qualitative research in applied social psychology.

Answer

Meaning and purpose of research

Research is a systematic, purposeful and critical process of asking questions, collecting trustworthy information, analysing evidence and drawing conclusions. It goes beyond ordinary observation because it uses a planned method, makes assumptions explicit and examines whether an explanation is supported by the data. In applied social psychology, research investigates how thoughts, feelings, group processes and social situations influence behaviour, with the practical aim of understanding or improving real-life problems. Examples include exploring why employees hesitate to report discrimination, how communities respond to health programmes, or why students conform to peer pressure.

Research may use quantitative methods to measure relationships or qualitative methods to understand meanings and lived experiences. Qualitative enquiry is particularly useful when experiences are complex, sensitive or insufficiently understood. Instead of imposing fixed response categories, the researcher gives participants opportunities to explain their own perspectives. Two important qualitative methods are the in-depth interview and the narrative interview.

In-depth interview: nature and procedure

An in-depth interview is a detailed, usually one-to-one conversation intended to explore a person's experiences, beliefs, motives and interpretations of a particular issue. It commonly follows a semi-structured interview guide consisting of broad, open-ended questions. The interviewer can vary their order, seek clarification and follow unexpected themes. For example, when studying exclusion at work, the interviewer may begin with, "How would you describe your everyday interactions with colleagues?" and later ask for a particular incident, the feelings it caused and how the participant responded.

The researcher first identifies a relevant sample, often through purposive sampling, prepares a guide, explains the study, obtains informed consent and establishes rapport. During the conversation, careful listening, neutral prompts and follow-up questions such as "Could you tell me more?" encourage depth without suggesting an answer. With permission, the interview may be recorded and later transcribed. Field notes also capture the context, pauses or