

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2024  
(Third Semester)

Branch – PSYCHOLOGY

SOCIAL PSYCHOLOGY

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. Presenting people with a multiculturalist perspective might lead them
  - a. To be more accurate with group differences
  - b. To show stronger stereotypes
  - c. To show weaker stereotypes
  - d. Both a & b
2. Meta communication is \_\_\_\_\_
  - a. Communication about communication
  - b. Communication about relationship
  - c. Both a & b
  - d. Communication is about language
3. Often, people who are against affirmative action are most concerned with
  - a. Protecting ingroup members
  - b. Derogating outgroup members
  - c. Both a & b
  - d. Neither a nor b
4. Triangular theory of love was proposed by
  - a. Sternberg
  - b. Rosenberg
  - c. Pitsbury
  - d. Freud
5. The ability to influence others is
  - a. Power
  - b. leadership
  - c. Rules
  - d. Seniority

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

6. a. Assume a social problem and use any research to find a solution.  
(OR)  
b. Develop the ethical uses of research in social Psychology.
7. a. Distinguish between Balance theory and Social Comparison Theory.  
(OR)  
b. Explain the applications of Attribution theory.
8. a. Simplify persuasion.  
(OR)  
b. Explain bystander effect.
9. a. Discuss about conflict resolution.  
(OR)  
b. Discover power of proximity & physical attractiveness.

Cont...

10. a. Discuss about the reasons for group development.  
(OR)  
b. Differentiate prejudice and discrimination.

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 6 = 30)

11. a. Trace the historical development of social psychology.  
(OR)  
b. Enumerate the research methods in social psychology.
12. a. Distinguish friendship from love.  
(OR)  
b. Identify the impact of schemas on social cognition.
13. a. Examine the social foundations of Conformity.  
(OR)  
b. Criticize the downside of group Decision Making.
14. a. Elaborate on the ways of conflict resolution.  
(OR)  
b. Demonstrate how facial expressions are important source of information about others.
15. a. Analyse the relationship between group cohesion and productivity.  
(OR)  
b. Recommend the pros and cons of reciprocal liking or disliking.

Z-Z-Z

END