

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 How do heuristics influence social cognition?
  - a) By providing accurate and unbiased information
  - b) By simplifying complex social information processing
  - c) By encouraging critical thinking and analysis
  - d) By increasing cognitive dissonance
- 2 According to Aristotle's model of communication, which element is crucial for effective persuasion?
  - a) Pathos (Emotional appeal)
  - b) Ethos (Credibility)
  - c) Logos (Logical reasoning)
  - d) Kairos (Timing)
- 3 Which social psychological study investigated obedience to authority figures?
  - a) Milgram's obedience study
  - b) Asch's conformity study
  - c) Zimbardo's prison study
  - d) Festinger's cognitive dissonance study
- 4 What is the term for the phenomenon where individuals in a group tend to exert less effort when working collectively compared to when working individually?
  - a) Social facilitation
  - b) Social loafing
  - c) Group polarization
  - d) De-individuation
- 5 Which technique of countering prejudice involves exposing individuals to counter-stereotypic examples?
  - a) Contact hypothesis
  - b) Social categorization
  - c) Stereotype threat
  - d) In-group favoritism

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a How does social cognition shape our perceptions of others and ourselves? Provide examples illustrating how heuristics and schemas influence our understanding of social situations.

OR

b Evaluate the role of affect, behavior, and cognition in social psychology. How do these components interact to influence our attitudes and behaviors in social situations?
- 7 a Critically assess the effectiveness of persuasive techniques in attitude change. Compare and contrast spontaneous vs. thoughtful message processing in persuasion.

OR

b Discuss the concept of resistance to persuasion. How can changing behavior lead to attitude change, and what role does cognitive dissonance play in this process?
- 8 a Describe the process of person perception, and its role in social interactions. How do attributional biases influence our explanations for others' behavior?

OR

b Explain the concept of conformity and identify predictors of conformity. Provide examples from Milgram's study of obedience and Asch's conformity study.
- 9 a Critically assess the stages of group development. How can group-think be prevented, and what strategies can improve group decision-making processes?

OR

b Analyze the role of leadership styles in influencing group dynamics. How do characteristics of leaders impact group cohesion and performance?

Cont...



- 10 a Define stereotype, prejudice, and discrimination. What are the social, psychological, and cognitive sources of stereotypes and prejudice?  
OR
- b Discuss techniques for countering stereotypes and prejudice. How do interpersonal relationships influence the formation and perpetuation of stereotypes?

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Reflect on a personal experience where you observed the influence of social situations on your behavior. How did your perception of others in that situation affect your actions and decisions?  
OR
- b Discuss the role of heuristics and schemas in social cognition. Can you identify any instances where these cognitive shortcuts led to biases or errors in judgment?
- 12 a Analyze the role of attitude strength in predicting behavior. Can you think of instances where individuals held strong attitudes that were resistant to change despite persuasive efforts?  
OR
- b Discuss the strategies for reducing cognitive dissonance. How might individuals justify or rationalize conflicting attitudes or behaviors to alleviate dissonance?
- 13 a Evaluate the ethical considerations raised by Milgram's study of obedience and Asch's conformity study. What are the implications of these findings for understanding human behavior in social contexts?  
OR
- b Discuss the role of personality traits in predicting helping behavior. How do individual differences in empathy, altruism, and agreeableness influence one's likelihood of offering assistance to others?
- 14 a Reflect on a group decision-making process you were part of. Did the group experience social facilitation or inhibition, and how did it impact the outcome?  
OR
- b Evaluate the implications of social loafing for group productivity and performance. What strategies can be employed to mitigate the negative effects of social loafing in group settings?
- 15 a Discuss the dynamics of interdependent relationships. How do mutual goals, shared resources, and interdependence shape the quality and longevity of interpersonal bonds?  
OR
- b Analyze the effects of stereotype threat on individual performance and well-being. How can awareness of stereotype threat empower individuals to overcome stereotype-induced limitations?

Z-Z-Z

END