

**PSG COLLEGE OF ARTS & SCIENCE**  
(AUTONOMOUS)  
**BA DEGREE EXAMINATION MAY 2024**  
(First Semester)

Branch - **SOCIOLOGY**

**ELEMENTS OF SOCIAL PSYCHOLOGY**

Time: Three Hours

Maximum: 75 Marks

**SECTION-A (10 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** marks (10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	What is the primary focus of Social Psychology? a) Understanding individual behavior b) Understanding societal structures c) Analyzing biological factors d) Exploring philosophical theories	K1	CO1
	2	Which of the following statements best describes the role of Social Psychologists? a) They focus solely on individual behavior b) They study the influence of societal factors on behavior c) They analyze the biological determinants of behavior d) They examine philosophical constructs related to behavior	K2	CO1
2	3	Attitudes consist of which of the following components? A) Thoughts, feelings, and actions B) Thoughts and emotions only C) Emotions and actions only D) Thoughts and actions only	K1	CO2
	4	Which of the following is an example of attitude change through the elaboration likelihood model? A) Using humor to persuade B) Presenting strong arguments C) Appealing to emotions D) Offering rewards	K2	CO2
3	5	What is a defining characteristic of group norms? A) They are always explicit B) They vary widely among groups C) They are constant across cultures D) They dictate individual behavior	K1	CO3
	6	Which leadership style emphasizes group participation in decision-making? A) Autocratic B) Laissez-faire C) Democratic D) Transactional	K2	CO3
4	7	According to instinct theories, aggression is primarily driven by: A) Learned behaviors B) Internal motivations C) External stimuli D) Societal norms	K1	CO4
	8	What is a key factor in increasing prosocial behavior? A) Encouraging competition B) Highlighting personal gain C) Cultivating empathy D) Emphasizing individualism	K2	CO4
5	9	Prejudice is best defined as: A) Positive attitudes towards a group. B) Negative attitudes towards a group. C) Neutral attitudes towards a group. D) Acceptance of diversity.	K1	CO5
	10	Which strategy is effective in overcoming stereotypes and reducing prejudice? A) Promoting segregation B) Encouraging intergroup contact C) Reinforcing stereotypes D) Fostering competition	K2	CO5

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**SECTION - B (35 Marks)**Answer **ALL** questions**ALL** questions carry **EQUAL** Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Why is it important to study social psychology to understand how people behave and interact? Use examples from everyday life to show how social psychology helps explain common situations.	K3	CO1
		(OR)		
	11.b.	How do researchers in social psychology study human behavior? Compare different research methods, and discuss the advantages and limitations of each with examples.		
2	12.a.	What makes up attitudes, and how do they affect how people act? Use real-life examples to show how attitudes influence behavior.	K3	CO2
		(OR)		
	12.b.	How do researchers measure attitudes in social psychology studies? Explain how they make sure their measurement tools are accurate and reliable.		
3	13.a.	Why do group norms and unity matter in how groups behave and stay organized? Discuss how people conform to group norms and how social pressure influences behavior.	K3	CO3
		(OR)		
	13.b.	What makes a leader effective in a group? Look at theories and research to explain the traits and roles of good leaders and how they can use their authority to encourage positive group dynamics.		
4	14.a.	How can we stop aggression in different places like schools, neighborhoods, or online spaces? Explore ways to use social psychology ideas to prevent conflict and promote peace.	K4	CO4
		(OR)		
	14.b.	How do feelings like empathy and altruism encourage people to help others? Use research findings to explain how we can increase empathy and create a culture of kindness.		
5	15.a.	What effects do discrimination and unfair systems have on how different groups relate to each other and on society as a whole? Discuss how big-picture changes can tackle these issues and promote fairness.	K4	CO5
		(OR)		
	15.b.	How can we create communities where everyone feels welcome and valued, drawing on social psychology and other fields? Explore how grassroots movements and collaborations across sectors can build a better, more inclusive world.		

**SECTION -C (30 Marks)**Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Explain the significance of studying social psychology in understanding human behavior in various social contexts. Provide examples to illustrate the importance of social psychology in everyday life.	K4	CO1
2	17	Describe how attitudes are formed and how they influence behavior. Provide examples from real-life situations to illustrate the relationship between attitudes and behavior.	K4	CO2
3	18	Discuss the concept of group norms and their influence on individual behavior within a group. Provide examples to illustrate how conformity to group norms can lead to both positive and negative outcomes.	K4	CO3
4	19	Appraise the theories of aggression proposed in social psychology, including instinct theories and learning theory. How do individual and situational factors contribute to aggressive behavior, and what are the implications for managing and reducing aggression in society?	K5	CO4
5	20	Critically evaluate the effectiveness of interventions aimed at reducing prejudice and improving intergroup relations. Discuss the role of education, contact hypothesis, and intergroup cooperation in promoting social harmony and reducing discrimination.	K5	CO5

Z-Z-Z

END