

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATIONS DECEMBER 2024
(Third Semester)

Branch – **PSYCHOLOGY**

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	Who is considered one of the founders of social psychology? a) Sigmund Freud b) William James c) Kurt Lewin d) B.F. Skinner	K1	CO1
	2	Which of the following events significantly contributed to the development of social psychology as a distinct field? a) The Industrial Revolution b) The World War II c) The Enlightenment d) The American Civil War	K2	CO1
2	3	What is implicit bias? a) A conscious preference for certain groups b) An unconscious attitude or stereotype that affects judgment c) A type of self-awareness d) A method for measuring intelligence	K1	CO2
	4	How does self-concept influence a person's behavior? a) It has no effect on behavior. b) It determines how much money a person will earn. c) It shapes how individuals perceive themselves and interact with others. d) It only affects a person's social media presence.	K2	CO2
3	5	What is conformity? a) The act of disagreeing with a group b) The tendency to change one's behavior to match the responses of others c) The process of making a persuasive argument d) The ability to influence others' opinions	K1	CO3
	6	Which of the following techniques is commonly used in persuasion? a) Groupthink b) Social loafing c) The foot-in-the-door technique d) Cognitive dissonance	K2	CO3
4	7	Which of the following is an example of altruism? a) Donating to charity without expecting recognition b) Helping a friend to gain favor for a future request c) Competing in a sports event to win a trophy d) Following trends to fit in with peers	K1	CO4
	8	How does cooperation benefit groups? a) It increases competition among members. b) It leads to more conflict and misunderstanding. c) It enhances resource sharing and achieves common goals. d) It discourages communication between members.	K2	CO4
5	9	According to Social Identity Theory, what is a key factor in determining an individual's self-concept? a) Personal achievements b) Membership in social groups c) Economic status d) Individual personality traits	K1	CO5
	10	How does Social Identity Theory explain in-group favoritism? a) Individuals prefer to spend time alone. b) People tend to favor those who are similar to themselves in various aspects. c) All group members are treated equally regardless of their identity. d) Individuals are indifferent to group membership.	K2	CO5

Cont...

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.	Explain the Experimental method in social psychology Research.	K2	CO1
	(OR)			
	11.b.	Explain the Ethical consideration in social psychology Research.		
2	12.a.	Demonstrate how social cognition influences individual interactions in a group setting, providing relevant examples.	K3	CO2
	(OR)			
	12.b.	Explain how social comparison impacts an individual's thoughts, feelings, and behaviors, with examples.		
3	13.a.	Demonstrate the Compliance Technique with appropriate examples.	K3	CO3
	(OR)			
	13.b.	Illustrate the Group decision making process based on any real life experience.		
4	14.a.	Analyze the components of Sternberg's Triangular Theory of Love, explaining how each component contributes to different types of relationships.	K4	CO4
	(OR)			
	14.b.	Analyze how proximity and familiarity influence the formation and strength of interpersonal relationships, with relevant examples.		
5	15.a.	Examine the impact of different leadership styles on effectiveness in various organizational settings, providing examples to support your discussion.	K4	CO5
	(OR)			
	15.b.	Discuss the components of Social Identity Theory and explain how it influences group behavior and intergroup relations, with examples.		

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	Examine the various contemporary issues and applications in Social Psychology.	K4	CO1
2	17	Discuss the core theories of attribution.	K4	CO2
3	18	Examine the factors that contribute to the bystander effect and evaluate their influence on helping behavior in emergency situations, using relevant examples.	K4	CO3
4	19	Examine the key strategies used in conflict resolution and negotiation, and evaluate their effectiveness in different scenarios, providing relevant examples.	K4	CO4
5	20	Examine various techniques for reducing prejudice and evaluate their effectiveness in fostering intergroup harmony, using relevant examples to illustrate your points.	K4	CO5

Z-Z-Z

END