

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BSc DEGREE EXAMINATION MAY 2026
(Third Semester)**

Branch- **PSYCHOLOGY**

SOCIAL PSYCHOLOGY – I

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	_____ is the scientific field that seeks to understand the nature and causes of individual behaviour, feelings & thought in social situations a) Individual psychology b) Social psychology c) Industrial psychology d) Community psychology	K1	CO1
	2	_____ is the enduring behaviors, ideas, attitudes and traditions shared by a large group of people and transmitted from one generation to the next. a) Personality b) Prejudice c) Culture d) Heredity	K2	CO1
2	3	Simple rules for making complex decisions or drawing inferences in a rapid manner and seemingly effortless manner is called a) Sociometry b) Heuristics c) Algorithm d) Prototype	K1	CO2
	4	Negative emotional responses based on group membership is labelled as a) Stereotype b) Discrimination c) Aggression d) Prejudice	K2	CO2
3	5	Efforts to change others' attitudes through the use of various kinds of messages is known as a) Persuasion b) Perseverance c) Attribution d) Communication	K1	CO3
	6	_____ means change in one's beliefs or behaviour in response to some real or imagined pressure from others. a) Conformity b) Compliance c) Persuasion d) Cognitive dissonance	K2	CO3
4	7	_____ is a process that begins when individuals or groups perceive that others have interests that are incompatible with their own. a) Cooperation b) Compulsion c) Coherence d) Conflict	K1	CO4
	8	The desire to help another person even if it involves a cost to the helper a) Prosocial behaviour b) Empathy c) Altruism d) Saviour	K2	CO4
5	9	The expectations within a group concerning how the members in it should behave is called a) Norms b) Rules c) Collectivism d) Constructivism	K1	CO5
	10	The mere presence of other people either as an audience or as co-actors can influence our performance on many tasks, known as a) Social gathering b) Social norms c) Social felicitation d) Social loafing	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.	Examine the various research methods of Social Psychology.	K3	CO1
		(OR)		
	11.b.	How is the field of Social psychology applied in contemporary society?		
2	12.a.	Articulate the different ways to reduce our effort in Social Cognition.	K3	CO2
		(OR)		
	12.b.	Explain social comparison theory with suitable illustrations.		
3	13.a.	Organise and demonstrate the cognitive processes underlying persuasion.	K4	CO3
		(OR)		
	13.b.	Evaluate Asch's study on conformity.		
4	14.a.	Deduce the various sources of Interpersonal attraction.	K4	CO4
		(OR)		
	14.b.	Survey upon the styles of attachment enabling interpersonal relationships.		
5	15.a.	Distinguish the various key components of social groups.	K5	CO5
		(OR)		
	15.b.	Construct ideas about how members of different groups perceive inequality.		

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	Infer about the Goals and Scope of Social Psychology	K4	CO1
2	17	Explain the role of Heuristics in making Judgments about social environment	K4	CO2
3	18	Elaborate upon attitudinal change and the ways of managing attitudes	K4	CO3
4	19	Explicate the meaning, types and importance of collective bargaining	K5	CO4
5	20	Define Group Conflict and produce in detail, the various strategies of dealing with it effectively	K5	CO5

Z-Z-Z END