

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION MAY 2026
(Second Semester)

Branch – CLINICAL PSYCHOLOGY

APPLIED 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	In groupthink, mindguards refer to (i) Leaders who dominate discussion (ii) Members who protect the group from dissenting information (iii) External critics (iv) Neutral observers	K1	CO1
	2	Field experiments in applied social psychology are characterized by (i) Artificial settings (ii) High ecological validity (iii) Lack of control (iv) Absence of variables	K2	CO1
2	3	In attribution theory, internal attribution refers to (i) Situational causes (ii) Environmental influences (iii) Dispositional factors (iv) External pressures	K1	CO2
	4	Which of the following is considered the most reliable channel of nonverbal communication for detecting deception? (i) Facial expressions (ii) Micro-expressions (iii) Body posture (iv) Verbal content inconsistencies	K2	CO2
3	5	Central route persuasion is most likely when: (i) Involvement is high (ii) Motivation is low (iii) Ability is limited (iv) Message is simple	K1	CO3
	6	Which scale uses agree–disagree statements? (i) Thurstone scale (ii) Likert scale (iii) Guttman scale (iv) Semantic differential	K2	CO3
4	7	A leader who makes decisions unilaterally and expects compliance demonstrates: (i) Autocratic leadership (ii) Laissez-faire leadership (iii) Democratic leadership (iv) Transformational leadership	K1	CO4
	8	Which component is central to transformational leadership? (i) Contingent reward (ii) Idealized influence (iii) Passive management (iv) Punishment	K2	CO4
5	9	Which concept best explains why repeated exposure to media messages increases liking (i) Cognitive dissonance (ii) Groupthink (iii) Attribution bias (iv) Mere exposure effect	K1	CO5
	10	In the legal system, eyewitness testimony is often unreliable due to: (i) High intelligence of witnesses (ii) Memory reconstruction and biases (iii) Lack of motivation (iv) Absence of perception	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.	Summarize the historical context of Applied Social Psychology, highlighting the key developments that led to its growth.	K2	CO1
	(OR)			
	11.b.	Compare Cognitive Dissonance Theory and Groupthink Theory with respect to their core concepts and implications in real-life situations.		
2	12.a.	Construct a note on how Asch's findings on impression formation can be used to understand first impressions in social or professional settings.	K3	CO2
	(OR)			
	12.b.	Apply your understanding of nonverbal communication to illustrate how deception can be identified in a real-life interaction.		
3	13.a.	Analyze the relationship between the three components of attitude and examine how inconsistencies among them influence behavior.	K4	CO3
	(OR)			
	13.b.	Distinguish between social learning and genetic factors in attitude formation, and analyze their relative influence in shaping attitudes.		
4	14.a.	Evaluate the effectiveness of autocratic, democratic, and laissez-faire leadership styles in different group situations, and justify which is most suitable for specific contexts.	K5	CO4
	(OR)			
	14.b.	Assess the impact of leadership on group performance and cohesion, and justify the qualities that contribute to an effective leader.		
5	15.a.	Formulate a community-based program integrating social psychology concepts to promote pro-environmental and healthy behaviors.	K6	CO5
	(OR)			
	15.b.	Develop an intervention program applying social psychological principles to improve accuracy of eyewitness testimony in the legal system.		

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	Summarize the major research methods used in Applied Social Psychology and compare their relevance in addressing social issues	K2	CO1
2	17	Apply attribution theories to examine how individuals explain success and failure in everyday situations, highlighting possible errors.	K3	CO2
3	18	Analyze the effectiveness of the early approach and the cognitive approach to persuasion, and contrast how each explains attitude change.	K4	CO3
4	19	Critically evaluate the major leadership theories and defend which provides the most comprehensive explanation of leadership effectiveness.	K5	CO4
5	20	Design a media campaign using principles of social psychology to reduce misinformation and propose strategies to influence public attitudes effectively.	K6	CO5

Z-Z-Z

END