

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2022
(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 x 1 = 10)

1. _____ is the scientific field that seeks to understand the nature and causes of individual behaviour, feelings, and thought in social situations
(i) Individual psychology (ii) Social psychology
(iii) Industrial psychology (iv) Community psychology
2. Simple rules for making complex decisions or drawing inferences in a rapid manner and seemingly effortless manner
(i) Sociometry (ii) Heuristics
(iii) Algorithm (iv) Prototype
3. Evaluation of various aspects of the social world is called
(i) Attitude (ii) Perception
(iii) Conformity (iv) Dissonance
4. _____ refers to negative reaction to efforts by others to reduce our freedom by getting us to believe or do what they want
(i) Resistance (ii) Reactance
(iii) Persuasion (iv) Prejudice
5. Efforts to change others' attitudes through the use of various kinds of messages is known as
(i) Persuasion (ii) Perseverance
(iii) Attribution (iv) Communication
6. The desire to help another person even if it involves a cost to the helper
(i) Prosocial behaviour (ii) Empathy
(iii) Altruism (iv) Saviour
7. _____ refers to the tendency for a group to make decisions that are more extreme than the initial inclination of its members
(i) Group think (ii) Group polarisation
(iii) Group cooperation (iv) Group dynamics
8. _____ is the ability of a person to make sound decisions and inspire others to perform well
(i) Creativity (ii) Personality
(iii) Leadership (iv) Decision making
9. Negative emotional responses based on group membership is labelled as
(i) Stereotype (ii) Discrimination
(iii) Aggression (iv) Prejudice
10. _____ is the extent to which two individuals share the same or similar attributes
(i) Similarity-dissimilarity effect (ii) Attitude similarity
(iii) Attribute similarity (iv) Balance point effect

Cont...

SECTION - B (35 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 7 = 35)

- 11 a *Social Psychology Seeks to Understand the Causes of Social Behaviour and Thought* – Explain.
OR
b Describe the relationship between affect and cognition.
- 12 a Why do our attitudes influence our behaviour?
OR
b Explain Cognitive Dissonance.
- 13 a Explain Kelley's theory of attribution in detail with examples.
OR
b Discuss the strategies to increase helping others.
- 14 a Explain the process of decision making in groups.
OR
b Highlight the nature and characteristics of Group cooperation.
- 15 a Why do people form and use stereotypes?
OR
b Describe the importance of affiliation in human existence.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 How does Heuristics reduce our effort in social cognition? Explain with suitable illustrations.
- 17 When and why do attitudes influence behaviour?
- 18 Elaborate on the various motives that trigger humans to engage in prosocial behaviour.
- 19 Examine the nature of Decision making by groups.
- 20 Discuss the nature and origins of Prejudice.

Z-Z-Z

END