

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

MSc DEGREE EXAMINATION MAY 2018  
(First Semester)

Branch – APPLIED PSYCHOLOGY

ADVANCED SOCIAL PSYCHOLOGY

Time: Three Hours

Maximum: 75 Marks

**SECTION -A (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 6 = 30)

- 1 a Explain the mental shortcuts.  
OR  
b Discuss the basic principles of attribution.
- 2 a Write a note on impressions.  
OR  
b What is self comparison theory?
- 3 a Explain how attitudes shape our behaviour.  
OR  
b Differentiate the concepts of conformity, compliance and obedience to authority.
- 4 a Discuss the role of personal characteristics in interpersonal attraction.  
OR  
b Explain how self-disclosure increase the intimacy.
- 5 a Write a note on gender.  
OR  
b Explain the by-stander effect.

**SECTION -B (45 Marks)**

Answer any THREE questions

ALL questions carry EQUAL Marks (3 x 15 = 45)

- 6 Write a detailed note on social cognition.
- 7 Discuss about non-verbal communication and its impact on social interactions.
- 8 What is prejudices and explain ways to reduce prejudice?
- 9 Define group and discuss how groups shape individual behaviour.
- 10 Comprehensively explain aggression and ways to deal with it.