

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)  
BSc DEGREE EXAMINATION DECEMBER 2019  
(Third Semester)

**Branch- PSYCHOLOGY**

**SOCIAL PSYCHOLOGY**

Time : Three Hours

Maximum : 75 Marks

**SECTION-A (20 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** marks (10x2 = 20)

Explain the following:

- 1 Social behaviour.
- 2 Sociobiology.
- 3 Social learning.
- 4 Reactance.
- 5 Cohesiveness.
- 6 Additive tasks.
- 7 Stereotypes.
- 8 Reverse discrimination.
- 9 Individuation.
- 10 Altruism.

**SECTION - B (25 Marks)**

Answer **ALL** Questions

**ALL** Questions Carry **EQUAL** Marks ( 5 x 5 = 25)

- 11 a Enumerate the causes social behaviour.  
OR  
b Explore the scientific nature of social psychology.
- 12 a When do attitudes influence behaviour? Bring out the factors.  
OR  
b Enlist the genetic factors in attitude formation.
- 13 a How groups function? Explain.  
OR  
b Examine the drive theory of social facilitation.
- 14 a Enlist the sources of prejudice.  
OR  
b Suggest techniques for countering prejudice.
- 15 a Explain Darley and Latane study.  
OR  
b Write an account on increasing helping.

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

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

- 16 Discuss the social psychological perspectives in the new millennium.
- 17 Describe the methods of attitude change.
- 18 Write an elaborate essay on leadership.
- 19 Examine factors of interpersonal attraction.
- 20 Illustrate the studies on conformity.