

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION DECEMBER 2018
(First Semester)

Branch - APPLIED PSYCHOLOGY

ADVANCED SOCIAL PSYCHOLOGY

Time: Three Hours

Maximum: 75 Marks

SECTION-A go Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

- 1 Identify the mental shortcuts that reduce complex problem solving into simple judgments.
(i) Heuristics (ii) Schema
(iii) Decisionmaking (iv) Attribution
- 2 Name the process by which people make inferences about the causes of behaviour or attitude.
(i) Schema (ii) Social inference
(iii) Attribution (iv) Social cognition
- 3 Identify the quality that makes a particular stimulus stand out and to be noticed.
(i) Categorization (ii) Saliency
(iii) Context (iv) Attention
- 4 Who developed the concept of looking glass self?
(i) Bern (ii) Erikson
(iii) Festinger (iv) Cooley
- 5 Indicate the emotional part of an attitude.
(i) Behavioural component (ii) Cognitive component
(iii) Motivational component (iv) Affective component
- 6 Find out the concept proved by Asch experiment.
(i) Compliance (ii) Obedience
(iii) Competition (iv) Conformity
- 7 Who proposed the three styles of attachment?
(i) New Comb (ii) Festinger
(iii) Maslow (iv) Ainsworth
- 8 What is the control attribute of leadership?
(i) Coercion (ii) Threatening
(iii) Compulsion (iv) Social influence
- 9 Name the concept in which the person perceives himself or herself as the combination of masculine and feminine attributes.
(i) Androgyny (ii) Gender identity
(iii) Gender stereotype (iv) Gender Prejudice
- 10 Who conducted the first laboratory experiment on media violence?
(i) Zimbardo (ii) Dollard
(iii) Miller (iv) Bandura

SECTION - B (35 Marks)

Answer **ALL** Questions

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

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- 11 a Discuss the goals of social psychology research.
OR
b Analyze the individual differences in attribution.
- 12 a Evaluate the role of non verbal communication in person perception.
OR
b Discuss the concept of self presentation.
- 13 a Illustrate the attitude scales with examples.
OR
b State the specific techniques of compliance.
- 14 a Analyze the balance of power in personal relationship.
OR
b Explain the concepts in group decision making.
- 15 a Illustrate the altruism and prosocial behaviour with examples.
OR
b Explain the sources of anger.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Appraise the theories in social psychology.
- 17 Enumerate the informations used in person perception.
- 18 Formulate the methods for reducing prejudice.
- 19 Analyze the behaviour in the presence of others.
- 20 Elucidate the gender stereotype concepts.

Z-Z-Z

END