

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BSc DEGREE EXAMINATION MAY 2017
(Third Semester)

Branch -**PSYCHOLOGY**

SOCIAL PSYCHOLOGY

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(1 0 x 2 = 20)

- I Evolutionary Perspective.
2. Social identity.
- 3 Stereotype.
- 4 Social loafing.
- 5 Attitude.
- 6 Prototype.
- 7 Johari window..
- 8 Ingratiation.
- 9 Bystander effect.
- 10 Altruism.

SECTION - B (25 Marks)

Answer **ALL** Questions

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

- II a Explain the concept of cognitive dissonance.
OR
b What is Persuasion? How will you overcome resistance to persuasion?
- 12 a Describe the strategies to overcome group think.
OR
b Discuss the contemporary theories of leadership.
- 13 a Discuss the cognitive sources of prejudice.
OR
b Examine the role of social categorization in prejudice.
- 14 a Describe the internal determinants of attraction.
OR
• b Explain attachment style.
- 15 a Write a note on study conducted by milgram.
OR
b Explain the personality traits in helping behaviour

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 ~ Elaborate the origins and early development of social psychology.
- 17 Critically analyze the relationship between attitude and behaviour
- 18 Discuss the implications of employing group decision-making.
- 19 “Prejudice is a consequence of socialization and learning” comment.

10) F1n/-iHn'tp nf fnrtnc that influence nnsneal behaviour.