



**SECTION -C (30 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** Marks

(5 x 6 = 30)

11. a) Analyze the two main types of prejudice.  
(OR)  
b) What techniques of countering prejudice are effective?
12. Elaborate on social learning aspect of developing attitudes?  
(OR)  
b) Discuss how persuasion attempts are resisted?
13. a) Explain attribution and analyze the sources of error.  
(OR)  
b) Explain social comparison.
14. a) Elucidate the research methods in social psychology with examples.  
(OR)  
b) Discuss how heuristics help in social cognition with suitable example.
15. a) Summarize the external influences of attraction.  
(OR)  
b) What factors influence close relationships?

Z-Z-Z

END