21PSUU08

PSG COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2024

(Third Semester)

Branch - PSYCHOLOGY

SOCIAL PSYCHOLOGY - I

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

 $(5 \times 1 = 5)$

- Which one of the following is not a process by which Schemas influence social thought? 1.
 - a. Retrieval

b. Attention

c. Encoding

- d. Concentration
- Who among the following is an expert on microexpressions-? 2.
 - a. Robert Baron

b. Robert Sternberg

c. Alfred Binet

- d. Paul Ekman
- Which of the following is not a function of attitudes?
 - a. Ego defensive function b. Self-esteem function
- - c. Self-concept function
- d. Identity function
- Which is not a non-verbal cue?
 - a. Macro expressions

b. Attitude

c. Exaggerated facial expressions

- d. Eye contact
- 5. Which is not a factor of resistance to persuasion?
 - a. Reactance

b. Inoculation

c. Forewarning

d. Resistance

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

 $(5 \times 3 = 15)$

6.a) Point out the difference between passionate love and companionate love.

- b) Explain the effect of similarity and dissimilarity on attraction.
- 7. a) How is a theory developed in social psychology?

- b) Explain how memory influence affect and cognition?
- 8. a) Briefly explain on the self-esteem function and the identity function of attitude.

- b) What are the effects of induced or forced compliance?
- 9. a) How does self-serving bias works?

- b) Summarize the emotional and behavioral consequences of the self as target of prejudice.
- 10. a) Write a short note on discrimination.

(OR)

b) Summarize how stereotypes operate.

SECTION -C (30 Marks)

Answer ALL questions
ALL questions carry EQUAL Marks

 $(5 \times 6 = 30)$

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?

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