

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 2022
(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 x 1 = 5)

- 1 Name the term that refers to simple rules for making complex decisions or drawing inferences in a rapid manner & seemingly effortless manner.
(i) Heuristics (ii) Prototype
(iii) Schema (iv) Affect
- 2 Name the process through which we seek to identify the cause of others' behaviour and so gain knowledge of their stable traits and dispositions.
(i) Impression (ii) Perception
(iii) Attribution (iv) Schema
- 3 State the term used for referring the evaluation of various aspects of the social world.
(i) Dissonance (ii) Persuasion
(iii) Perception (iv) Attitude
- 4 Label the term used for negative emotional responses based on group membership.
(i) Discrimination (ii) Prejudice
(iii) Schema (iv) Stereotype
- 5 Who gave the popular concept of Triangular Model of Love?
(i) Maslow (ii) Watson
(iii) Sternberg (iv) Skinner

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Bring out the correlation concept under research in psychology.
OR
b Describe the representative heuristics.
- 7 a Summarize the measurement of self esteem.
OR
b Show the emotional consequences under the self as the target of prejudice.
- 8 a Summarize the strength of attitudes.
OR
b Organize the role of personal experience under attitude influencing behaviour
- 9 a Develop why people form and use stereotypes.
OR
b Narrate competition for resources as a source of prejudice
- 10 a Narrate the mutual or reciprocal liking under factors based on social interaction.
OR
b Bring out the triangular model of love.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11 a Analyze the role of theory in social psychology.

OR

b Infer automatic processing, automatic social behaviour and benefits.

12 a Bring out the basic channels of non verbal communication.

OR

b Outline the key points under impression management.

13 a Categorize the various ways of attitude formation.

OR

b Elucidate the emotions and attitude formation.

14 a Highlight the concept of discrimination – Prejudice in action.

OR

b Narrate the stereotyping – beliefs about social groups.

15 a Categorize the internal sources of attraction.

OR

b Analyze the relationships with family members under close relationships.

Z-Z-Z

END