

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 2022  
(Third Semester)

Branch – PSYCHOLOGY

SOCIAL PSYCHOLOGY

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 What are simple principles used to draw inferences about social world?  
(i) schemas (ii) heuristics  
(iii) affects (iv) emotions
- 2 Label messages involving logical arguments and convincing facts.  
(i) persuasion (ii) non verbal communication  
(iii) inoculation (iv) forewarning
- 3 Choose which of following is related to line-judging task study.  
(i) Compliance (ii) altruism  
(iii) obedience (iv) conformity
- 4 Which of the following involves risky shift?  
(i) social loafing (ii) de-individuation  
(iii) group polarization (iv) group facilitation
- 5 Which of the following is related to tokenism?  
(i) stereotype (ii) prejudice  
(iii) competition (iv) discrimination

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Bring out the nature of affect, behaviour and cognition in social psychology.  
OR  
b How we learn and think about others in social situations? Explain.
- 7 a Summarize the ways in which attitudes are formed.  
OR  
b Organize the ways of reducing cognitive dissonance.
- 8 a Mention the types of attributes.  
OR  
b Show the types of conformity.
- 9 a Describe the functions of group.  
OR  
b Produce the stages of group development.

Cont...

- 10 a How interpersonal attraction takes place?  
OR  
b Describe relationship management.

**SECTION -C (30 Marks)**

Answer **ALL** questions

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

(5 x 6 = 30)

- 11 a Trace the development of schemas.  
OR  
b Discuss the nature of social psychology.
- 12 a Highlight the methods of measuring attitudes.  
OR  
b Elucidate the methods of changing attitudes.
- 13 a Analyze the evolutionary factors that influence helping.  
OR  
b Identify the methods of increasing helping others.
- 14 a Infer group decision making process.  
OR  
b Discuss group cooperation and competition.
- 15 a Enumerate the sources of prejudice.  
OR  
b Point out the effects of stereotype and discrimination.

Z-Z-Z

END