

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BSc DEGREE EXAMINATION MAY 2022
(Third Semester)

Branch – PSYCHOLOGY
SOCIAL PSYCHOLOGY I

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

1. Which term refers to the summary of the common attributes possessed by members of a category?
 - a. Prototype
 - b. Stereotype
 - c. Archetype
 - d. Somatotype
2. Name the mental framework centering on a specific theme that helps us to organize social information.
 - a. Heuristics
 - b. Prejudice
 - c. Schema
 - d. Discrimination
3. Name the process through which we seek to identify the causes of others behaviour and so gain knowledge of their stable traits and positions.
 - a. Attitude
 - b. Impression
 - c. Schema
 - d. Attribution
4. Name the process of trying to make others like us by conveying that we like them – also praising others to flatter them.
 - a. Ingestion
 - b. Ingratiation
 - c. Inception
 - d. Incongruence
5. Name the consciously accessible attitudes that are controllable and easy to report.
 - a. Implicit attitudes
 - b. Explicit attitudes
 - c. Deviant attitudes
 - d. Moral attitudes
6. State the efforts made to change the attitude of others through the use of various kinds of messages.
 - a. Persuasion
 - b. Compulsion
 - c. Impression
 - d. Expression
7. Name the term used to denote negative emotional responses based on group membership.
 - a. Stereotype
 - b. Discrimination
 - c. Prejudice
 - d. Attitude
8. Name the barriers based on attitudinal or organizational bias that prevent qualified females from advancing to top level positions.
 - a. Roof ceiling
 - b. False roofing
 - c. Attributing Roof
 - d. Glass ceiling
9. Which of the following need represent the basic motive to seek and maintain interpersonal relationships?
 - a. Achievement
 - b. Affiliation
 - c. Power
 - d. Self esteem
10. Which type of attractiveness is the combination of characteristics that are evaluated as beautiful at positive extreme and unattractive at negative extreme?
 - a. Chemical
 - b. Social
 - c. Physical
 - d. Psychological

Cont...

SECTION - B (35 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 7 = 35)

11. a. Narrate the role of theory in social psychology.

OR

b. Outline the benefits of automatic processing.

12. a. Show how quickly are the first impressions formed.

OR

b. Explain how self esteem can be measured.

13.a. Narrate the formation of attitude by observational learning.

OR

b. Outline the main components under cognitive dissonance.

14.a. Explain why people form and use stereotypes.

OR

b. Summarize the main components under discrimination.

15.a. Show the internal sources of attraction.

OR

b. Explain about close relationships with family members.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

16. Elucidate the potential sources of error in social cognition.

17. Summarize the basic channels of non verbal communication.

18. Discuss upon resisting persuasion attempts.

19. Examine the origins of prejudice.

20. Summarize the external sources of attraction.

Z-Z-Z

END