

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BSc DEGREE EXAMINATION DECEMBER 2019
(Third Semester)**

Branch - **PSYCHOLOGY**

SOCIAL PSYCHOLOGY -1

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

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

- 1 Name the mental frameworks formed through experience help to organize social information.

(i) Schemas	(ii) Metaphors
(iii) Planning fallacy	(iv) Unpriming
- 2 Which one of the following is based on assumptions that don't hold up to rational scrutiny?

(i) Abstract thinking	(ii) Counterfactual thinking
(iii) Magical thinking	(iv) Conceptual thinking
- 3 Identify the technique used for impression management.

(i) Hubris	(ii) Self Promotion
(iii) Self Serving Act	(iv) Staring
- 4 James is looking inward to discover the causes of his own behaviour which indicates

(i) Retrospection	(ii) Self-depreciation
(iii) Introspection	(iv) Regression
- 5 What is the term used to refer to people's evaluation of almost any aspect of the world?

(i) Attitude	(ii) Appraisal
(iii) Average effect	(iv) Social Comparison
- 6 The statement "smoking is injurious to health" is an example for

(i) reactance	(ii) persuasion
(iii) Ego-depletion	(iv) self absorption
- 7 Who proposed the prospect theory?

(i) Tversky & Keegan	(ii) Kahneman & Schmitt
(iii) Eiback & Green	(iv) Kahneman & Tversky
- 8 Women are appointed to leadership positions when there is a greater risk of failure is known as

(i) Singlism	(ii) Glass ceiling effect
(iii) Glass cliff effect	(iv) Gender stereotype
- 9 Identify the term that refers to nearness to each other in physical space.

(i) Physical attractiveness	(ii) Proximity
(iii) Closure	(iv) Belongingness
- 10 Which one of the following theory suggests that people naturally organize theory likes and dislikes in a symmetrical way?

(i) Balance theory	(ii) Compassion theory
(iii) Passion theory	(iv) Intimacy theory

Cont...

SECTION - B (35 Marks)

Answer **ALL** Questions

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

- 11 a Explain the potential sources of error in social cognition.
OR
b “Affect and cognition influence each other” - Justify this statement.
- 12 a Explain the basic channels of non-verbal communication.
OR
b Analyze the factors that influence self-esteem.
- 13 a Briefly explain about the attitude formation.
OR
b Examine the methods used to resist persuasion.
- 14 a Briefly explain about the nature and origins of stereotype.
OR
b Analyze the contrasting perspectives on the origins of prejudice.
- 15 a Outline the factors that leads to like or dislike others based on social interaction.
OR
Narrate the Sternberg’s triangular model of love.

SECTION - C (30 Marks!)

Answer any **THREE** Questions

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

- 16 Examine the role of theory in social psychological research.
- 17 Describe Kelly’s covariation theory with an examples.
- 18 Discuss in detail about cognitive dissonance and various ways to manage it.
- 19 Summarize the ways of reducing prejudice.
- 20 Elaborate the internal and external sources of attraction.

Z-Z-Z

END