

B. A. III SEMESTER END EXAMINATION, OCTOBER 2018
PSYCHOLOGY DSC
SOCIAL PSYCHOLOGY I
PAPER CODE: PSC103

Duration: 02 Hours

Total Marks: 60

INSTRUCTIONS: 1] All questions are Compulsory.

2] Answer the sub-questions in Q I and Q II in 100 words each.

3] Answer the questions carrying 10 marks in 400 words each.

Q I. Write short notes on *any five* of the following:

2 X 5 = 10

- i) Multicultural perspectives of social psychology.
- ii) Biological factors affecting social behavior and thought.
- iii) Impact of human values on social psychology.
- iv) Automatic Processing.
- v) Representativeness heuristic.
- vi) Planning fallacy.
- vii) The actor observer effect.

Q II. Answer *any five* of the following questions briefly:

2 X 5 = 10

- i) Online attraction.
- ii) Triangular model of love
- iii) Appearance –rejection sensitivity
- iv) Effect of emotions on attraction
- iv) Cognitive Dissonance
- v) Explicit and implicit attitudes
- vi) Attitude certainty

Q III A] Elaborate on the contribution of cognition and social neuroscience to social psychology in the new millennium. **10**

OR

B] Write a detailed note on the nature of social behaviour and thought in India. **10**

Q IV.A] Elaborate on the tactics used in impression management.

10

OR

B] Discuss the role of schemas in enhancing the way we think? **10**

Q VA] Examine the role of classical conditioning in attitude formation.

10

OR

B] Elaborate on the ways to resist persuasion. **10**

Q VI A] Examine the individual differences in the need for affiliation.

10

B] Elaborate on the effects of external determinants on attraction.

10
