**ST. JOSEPH’S COLLEGE, BENGALURU -27**

Registration Number:

Date 19-12-2022 ( 9am )

**B.A. PSYCHOLOGY – V SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2022**

**(Examination conducted in December 2022)**

**PY 5218 – SOCIAL PSYCHOLOGY**

**Time: 2.5 Hours Max Marks: 70**

**This paper contains one printed page and three parts**

**PART-A**

**Answer all of the following questions (10x2=20)**

1. Define attitude.
2. Name any two methods of attitude formation
3. Explain how multicultural perspective is applied in social psychology.
4. What is systematic observation?
5. Define Social Psychology
6. What is conformity?
7. Mention the limitations of survey method.
8. What is non-verbal communication?
9. Explain self-serving bias?
10. Give any one example of positive stereotyping

**Part B**

**Answer any four of the following questions (4x5= 20)**

1. Mention factors that influence Persuasion.
2. What is the importance of scientific study in social psychology? Explain with the help of core values of scientific study.
3. Write a short note on Milgram’s experiment.
4. Write a short note on impression management.
5. Write a brief note on the following concepts: *Foot-in-door and door-in-the face.*
6. Explain influences of environment on social behaviour with two examples.

**Part C**

**Answer any three of the following questions: (3x10= 30)**

1. Write a note on the history and scope of social psychology.
2. Explain prejudice, stereotype, and discrimination. Give examples for the same from Indian context
3. Give examples of how persuasion is used in advertising and voting spaces.
4. Explain the theory of causal attribution by Kelley in detail using an example.
5. Write a note on Zimbardo’s prison experiment

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