



Register Number:

Date: 23/10/2019

ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27
B.A. EJP - V SEMESTER
SEMESTER EXAMINATION: OCTOBER 2019
PY 5213- SOCIAL PSYCHOLOGY

Time- 2 ½ hrs

Max Marks-70

This paper contains TWO printed pages and THREE parts

SECTION A

Answer **all** of the following questions:

(10x2 =20 marks)

1. (i) Social psychology seeks to understand _____ in social situations.
 - a. individual behavior
 - b. individual thought
 - c. group behavior
 - d. both a and b

- (ii) Which of the following is not a core value that the field of social psychology is committed to?
 - a. open-mindedness
 - b. objectivity
 - c. intuition
 - d. accuracy
2. What is the gender role theory?
3. Give an example of the fundamental attribution error.
4. What is cognitive dissonance?
5. Making "us" vs. "them" distinctions is referred to as
 - a. the social identification process
 - b. the ultimate attribution process
 - c. social categorization
 - d. discrimination
6. Differentiate between descriptive and injunctive social norms.
7. After receiving an A on your term paper, you remark, "Wow, I worked hard on that paper." However, after finding out that you received a D on your math test you remark "The test was unfair." These remarks exemplify which error in attribution?
8. Name any 4 factors that contribute to child labour.

9. If a researcher wanted to determine how consumers felt about a particular detergent, he would ideally use which research method?
 - a. systematic observation
 - b. the survey method
 - c. a correlational study
 - d. the experimental method
10. Explain the foot-in-the-door technique.

SECTION B

Answer any **four** of the following questions:

(4x5 = 20 marks)

11. What is the contact hypothesis? To what extent is it effective in reducing prejudice?
12. What role does media play in influencing our social identities?
13. Write a short note on the role of social psychology in warfare.
14. Explain the Theory of Causal Attribution.
15. Compare and contrast systematic observation and experimentation as research methods in social psychology.
16. Explain the Asch effect.

SECTION C

Answer any **three** of the following questions:

(3x10 = 30 marks)

17. Explain impression formation and impression management.
18. "In society, we do horrible things to another person because we don't see the person it affects. We don't see their face. We don't see them as people." – Trevor Noah, Born a Crime: Stories from a South African Childhood.
Do you agree? Could this apply to communal violence in the Indian context? Elucidate.
19. Explain Cialdini's principles of persuasion.
20. Explain in detail the role of social learning in the formation of attitudes.
21. Elaborate on the various factors and conditions that shape the social thought and social behaviour of individuals.