

D 90255

(Pages : 2)

Name.....

Reg. No.....

FIFTH SEMESTER B.A./B.Sc. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS-UG)

Psychology

PSY 5B 02—SOCIAL PSYCHOLOGY

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all questions.

Each question carries 1 mark.

Choose the correct answer from the following :

1. Communication by facial expression :
(a) Verbal. (b) Non-verbal.
(c) Oral. (d) Written.
2. Evaluation free from bias is called :
(a) Accuracy. (b) Objectivity.
(c) Scepticism. (d) Open mindedness.
3. Two are more people working together for a common cause :
(a) Team. (b) Crowd.
(c) Mob. (d) Group.
4. Identifying causes of others behaviour is :
(a) Causation. (b) Attribution.
(c) Impression. (d) Formation.
5. The innate drive to reduce negative moods :
(a) Door-in-the-face technique. (b) Negative-state relief model.
(c) Deadline Technique. (d) Foot-in-the-door.

Fill in the blanks :

6. _____ is the Efforts to change one's attitudes through the use of messages.
7. _____ are lasting evaluations of various aspects of the social world.
8. _____ is the inconsistency between the attitude and behaviour.
9. Social influence under which individuals change their attitude is _____.
10. Initial contact between two people is often based on _____.

(10 × 1 = 10 marks)

Turn over

Section B

*Answer all questions in two or three sentences.
Each question carries 2 marks.*

11. Eye contact.
12. Impression management.
13. Social learning.
14. Habit.
15. Physical intimacy.
16. Consummate love.
17. Compliance.
18. Kin selection theory.
19. Door-in-the-face technique.
20. Self-affirmation.

(10 × 2 = 20 marks)

Section C

*Answer any six questions in a paragraph of about half-a-page to one page.
Each question carries 5 marks.*

21. Non-verbal communication.
22. Attribution errors.
23. Modelling.
24. Resistance to persuasion.
25. Situational effects on attractiveness.
26. Destructive obedience.
27. Compliance based on commitment.
28. Punishment.

(6 × 5 = 30 marks)

Section D

*Write any two essays from the following.
Each question carries 10 marks.*

29. Discuss about Kelly's theory of Causal attribution.
30. What is attitude and explain how it is formed?
31. Elaborate on the triangular theory of love.
32. Discuss about the models of prosocial behaviour.

(2 × 10 = 20 marks)