

101022

VCD _____ S.Y.B.A. SOCIAL PSYCHOLOGY SEM III OCTOBER 2022 100 MARKS 3 HOURS

Duration of examination - 3 hours

Total Marks - 100

Instructions:

1. All 5 questions carry 20 marks and are compulsory.
2. There will be internal choices in each Question.

Q1. Attempt any two questions

20 marks

- A "Social psychology is scientific in nature." Elaborate with appropriate examples.
- B "Social psychology seeks to understand the causes of social behaviour." Elaborate with appropriate examples.
- C Examine the major avenues that social psychology is currently exploring.

Q2. Attempt any two questions

20 marks

- A Examine how heuristic strategies are employed to judge complex information.
- B Describe the role of schemas in guiding our thoughts and actions.
- C Distinguish between automatic and controlled processing modes of social thoughts.

Q3. Attempt any two questions

20 marks

- A Identify the learning process through which our attitudes are formed.
- B Examine the link between attitude and behaviour and the factors that affect their relationship.
- C Explain the two processes through which attitude guides behaviour.

Q4. Attempt any two questions

20 marks

- A Describe the psychological factors that cause us to like others.
- B Explain how frequency of exposure and physical attractiveness enhance interpersonal attraction.
- C List the factors that lead individuals to like or dislike each other.

Q5. Attempt any two questions

20 marks

- A Discuss any two methods social psychologists use to gain insight into the questions posed.
- B Evaluate the imperfections of the social cognition process.
- C Indicate the factors that determine whether persuasion attempts to alter our attitude will be effective.
- D Describe three main types of close relationships formed by people.