

111022

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. Discuss the experimental method as a research method in social psychology.
- B. Identify how the dilemma of deception is addressed in social psychology.
- C. "Social psychology is scientific in nature." Elaborate with appropriate examples.

Q2. Attempt any two questions

20 marks

- A. Assess the interrelation of affect and cognition.
- B. Examine how heuristic strategies are employed to judge complex information.
- C. Describe the role of schemas in guiding our thoughts and actions.

Q3. Attempt any two questions

20 marks

- A. Explain the cognitive processes underlying persuasion.
- B. Examine the methods that help people resist skilled attempts to persuade us.
- C. Evaluate the effects of cognitive dissonance on attitude change.

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. Describe three main types of close relationships formed by people.

Q5. Attempt any two questions

20 marks

- A. "Social psychology seeks to understand the causes of social behaviour." Elaborate with appropriate examples.
- B. Distinguish between automatic and controlled processing modes of social thoughts.
- C. Identify the learning process through which our attitudes are formed.
- D. List the factors that lead individuals to like or dislike each other.