

VCD 26/10/23 S.Y.B.A. SOCIAL PSYCHOLOGY SEM III OCTOBER 2023 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 any two research methods in social psychology.
- B. What are the current trends that social psychology is currently exploring?
- C. What is the 'dilemma of deception'? How is it addressed in social psychology?

**Q2. Attempt any two questions**

**20 marks**

- A. What is impression management? Describe tactics for impression management.
- B. Describe David's theory of correspondent inference.
- C. Write any two areas of application of attribution theory.

**Q3. Attempt any two questions**

**20 marks**

- A. Evaluate the effects of cognitive dissonance on attitude change.
- B. Describe the process through which our attitudes are formed.
- C. Explain the cognitive processes underlying persuasion.

**Q4. Attempt any two questions**

**20 marks**

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

**Q5. Attempt any two questions**

**20 marks**

- A. Discuss the observation method as a research method in social psychology.
- B. Explain correspondence bias as a basic source of error in attribution.
- C. What is the connection between attitude and behaviour? What are the factors that affect their relationship?
- D. Describe marriage as a type of close relationships formed by people.