

VCD 27/10/23 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. "Social psychology seeks to understand the causes of social behaviour." Elaborate with appropriate examples.
- C. Identify how the dilemma of deception is addressed in social psychology.

**Q2. Attempt any two questions**

**20 marks**

- A. Discuss how non verbal cues help us in social life.
- B. Explain correspondence bias as a basic source of error in attribution.
- C. What is impression management? Describe tactics for impression management.

**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. What is the connection between attitude and behaviour? What are the factors that affect their relationship?

**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 the experimental method as a research method in social psychology.
- B. Determine how the five basic nonverbal channels of communication help us judge emotional states.
- C. Discuss the conditions when our persuasion attempts change our attitude effectively.
- D. Describe three main types of close relationships formed by people.