

PARUL UNIVERSITY
Faculty of Liberal Arts
B. Arts Winter 2024-25 Examination

Semester: 6
Subject Code: 15105382
Subject Name: General Elective – Social Psychology

Date: 25/11/2024
Time: 10:30am to 01:00pm
Total Marks: 60

Instructions:

1. All questions are compulsory as per instructions.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

SECTION A (30 Marks)

Q.1	Multiple Choice Question (1 * 5 = 5)				(5)	CO	PO	BT
1	What is the primary focus of social psychology?					1	2	Remembering
	A	Individual Behaviours	B	Group Behaviours				
	C	Social Interactions	D	Cognitive Processes				
2	What is the term for mental structures that help organize information about the social world?					2	3	Understanding
	A	Heuristics	B	Schemas				
	C	Attributions	D	Cognitive Dissonance				
3	Cognitive dissonance occurs when					3	5	Evaluate
	A	A person experiences conflicting thoughts and attitudes	B	A person is overly influenced by social norms				
	C	A person is exposed to new information	D	A person forms attitudes based on heuristics				
4	Which of the following is an example of symbolic social influence?					4	7	Analysing
	A	A peer group directly asking someone to change their opinion	B	A celebrity influencing behaviour through advertising				
	C	A teacher telling students what to do	D	A parent imposing rules				
5	Discrimination refers to:					5	11	Applying
	A	The ability to recognize social differences	B	Being unbiased in judgment				
	C	Making decisions based on facts and data	D	Treating people unfairly based on their group membership				
Q.2	Short answer type Question (150 – 200 words). (6 * 3 = 18)				(18)	CO	PO	BT
1	What is the primary focus of social psychology, and how does it differ from other psychological disciplines and How does social psychology relate to sociology, anthropology, and other related fields?					1	4	Analysis
2	Define social cognition and discuss its role in understanding human behaviour and Explain the role of heuristics in decision-making and social perception.					3	7	Apply
3	What is an attitude, and how is it formed in the context of social psychology and Discuss the three main components of an attitude: cognitive, affective, and behavioural.					2	13	Understand

Q.3	Long answer type Question (1000 -1200 words). Attempt any one (1*7 = 7)	(7)	CO	PO	BT
1	What is social influence, and how does it affect individual behaviour in group settings and Explain the difference between conformity, compliance, and obedience.		4	7	Applying
2	Discuss how media and cultural representations influence prejudice and discrimination and What are the long-term societal effects of unchecked prejudice and discrimination?		5	8	Evaluating

SECTION B (30 Marks)

Q.1	Multiple Choice Question (1 * 5 = 5)			(5)	CO	PO	BT
1	Which of the following is NOT a primary area of interest in social psychology?				3	2	Remembering
	A	Social cognition	B	Social perception			
	C	Human physiology	D	Social behaviour			
2	Which process involves attributing behaviours to either internal or external causes?				2	7	Understand
	A	Impression formation	B	Attribution			
	C	Social influence	D	Cognitive dissonance			
3	What is attitude formation based on?				3	6	Analyse
	A	Personal biases	B	External pressures			
	C	Long-term memory	D	Cognitive, affective, and behavioural components			
4	What is conformity?				4	9	Analyse
	A	Changing one's behaviour to match that of others	B	Refusing to change one's behaviour			
	C	Responding to authority figures	D	Acting independently			
5	Which of the following is a common cause of prejudice?				5	7	Create
	A	Lack of exposure to diversity	B	Favouritism toward one's own group			
	C	Stereotyping	D	All of the above			
Q.2	Short answer type Question (150 – 200 words). (6 * 3 = 18)			(18)	CO	PO	BT
1	Discuss the various methods of research in social psychology, highlighting their strengths and weaknesses and Explain the relationship between social psychology and human behaviour.				1	5	Evaluating
2	Discuss the relationship between self-esteem and social behaviour and How does self-presentation influence how we are perceived by others?				2	7	Understanding
3	Discuss the concept of empathy and its relationship to pro-social behaviour and What role do internal and external factors play in helping behaviour?				2	8	Analysis
Q.3	Long answer type Question (1000 -1200 words). Attempt any one (1*7 = 7)			(7)	CO	PO	BT
1	How does social influence shape consumer behaviour and decision-making and How do stereotypes contribute to prejudice and discriminatory behaviour?				4	12	Understanding
2	What is the process of impression formation, and how does it affect social interaction?				3	13	Creating