

PARUL UNIVERSITY
FACULTY OF ARTS
B.A Summer 2017 – 18 Examination

Semester: 1

Subject Code: 15105102

Subject Name: Social Psychology

Date: 30/05/2018

Time: 10:30am to 1:00pm

Total Marks: 60

Instructions:

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

Q.1 Do as directed.**(08)****A. Multiple choice type questions. (Each of 0.5 mark)**

1. Which statement define self-expression the best?
 - a. Act of creating art for the sake of personal gratification
 - b. Method of expressing feelings or opinion through physical means
 - c. The act of bitching and whining.
 - d. All the above
2. According to Schlenker (1980), when we want to influence others and gain reward that is known as _____
 - a. Self verification
 - b. Self presentation
 - c. Strategic self-presentation
 - d. Impression formation
3. _____ gave client- centered therapy .
 - a. Charles Horton Cooley
 - b. George Herbert mead
 - c. Carl roger
 - d. Branden
4. Following are the merits of correlation method except one _____
 - a. it can study the associations of naturally occurring variables that cannot be manipulated or induced
 - b. it can examine phenomenon that would be difficult or unethical to create for research purpose
 - c. demonstrates cause and effect relation perfectly.
 - d. Offers great deal of freedom in where variables are measured
5. According to this approach, social behavior can be studied with the help of internal cognitive functioning of mind
 - a. cognitive approach.
 - b. humanistic approach
 - c. psychodynamic approach
 - d. behavioral approach
6. Splintering of a group into distant factions following an ideological rift among members is called as _____
 - a. Ideology
 - b. Schism
 - c. Entitativity
 - d. none of the above
7. _____ refers to negative stereotype about how people behave in crowds at sporting events
 - a. Deindividuation
 - b. additive task
 - c. social embeddedness
 - d. none of the above
8. Distraction conflicts theory states _____..
 - a. Social facilitation stem from the conflict produced when individuals attempt , simultaneously to pay attention to other people present and to the task being performed

- b. when an individual performs a task, the effect of an audience or coactors is to increase the individual's arousal level, which in turn increases the emission of dominant responses in the individual's response repertoire
 - c. audience disrupts performance because of concerns about being evaluated
 - d. none of the above
9. Which of the following is not true about the link between attitude and behavior ?
- a. Attitudes do not predict behavior as well as the predict behavioral intentions
 - b. Attitudes are infallible predictors of behavior
 - c. Nobody knows whether there is a link between attitude and behavior
 - d. None of the above
10. Cognitive dissonance occurs when:
- a. The attitude to an object and behavior towards it are consistent.
 - b. The attitude to an object and behavior towards it are inconsistent.
 - c. When person has no attitude towards object.
 - d. When a person is unsure of his/her attitude to an object.
11. A psychologist who conducts an experiment to determine how often people make faulty decisions because they respond to how well something matches a prototype instead of its relevance to the current situation is investigating _____.
- a. Confirmation bias
 - b. The representative heuristics
 - c. Belief perseverance
 - d. Functional fixedness
12. Following a television report about the large number of automobile crashes on a campus, students are more likely to report that they believe they will be involved in a crash in the near future because of _____.
- a. The availability heuristics
 - b. Hindsight bias
 - c. Belief perseverance
 - d. The representative heuristics
13. A child visiting a zoo who sees a brightly colored object leave a nest and fly to a nearby tree and says "Look at the new bird!" is using _____.
- a. A mental set to see a bird
 - b. An availability heuristics
 - c. Confirmation bias based on the child's preconception
 - d. The prototype model of concept formation
14. _____ refer to simple rules for making complex decisions or drawing inferences in a rapid manner and seemingly effortless manner.
- a. Heuristics
 - b. base rate
 - c. Both a and b
 - d. None of the above
15. Which concept did Festinger introduced _____
- a. Schema
 - b. Social comparison
 - c. Schema congruence
 - d. Internal-external comparison
16. _____ aspect of attitude refers to belief and emotion
- a. Cognitive aspect
 - b. Affective aspect
 - c. Conative aspect
 - d. Both a and c

B. Terms/ Short notes/ Case study/ Charts/ Graphs/ Tables, etc. (Each of 01 mark)

(07)

1. What do you understand by attribution
2. Define trivialization?
3. ELM stands for?
4. What is meant by Social Perception?
5. Name 3 goals of strategic self presentation?
6. Name 3 characteristic feature of social cognition?
7. What is availability heuristics?

Q.2 Answer the following.

- A. Explain the theory of reasoned action and planned behavior? (04)
- B. Explain merits and demerits of experimental methods? (04)
- C. Describe in detail the benefit and cost involved in joining group? (04)

OR

- C. Describe self esteem in detail? (04)

Q.3 Answer the following.

- A. Explain impression formation and impression management and how discuss its importance in personal and professional life (05)
- B. Explain cognitive dissonance theory; Measurements of attitude? (05)
- C. Describe in detail various channels of non-verbal communication? (05)

OR

- C. Define group? Explain the key components of group? (05)

Q.4 Answer the following:

- A. Explain the factors of attitude formation? (06)
- B. Discuss in detail about self concept and self esteem?. (06)
- C. Describe the “attitude behavior link “, in detail (06)

OR

- C. Explain the concept of social facilitation and social loafing with the help of example? (06)