

PARUL UNIVERSITY
FACULTY OF ARTS
B. Arts Summer 2018 – 19 Examination

Semester :6

Subject Code: 15105382

Subject Name: General Elective - Social Psychology

Date: 25/04/2019

Time: 10.30 am to 1.00 pm

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. ____ is a commitment to accepting finding as accurate only to the extent they have been verified again.

| | |
|----------------|----------------------|
| (a) Skepticism | (c) Social cognition |
| (b) Heuristics | (d) Accuracy |
2. Commitment to gathering and evaluating information about the world in as careful, precise, and error free manner as possible is known as

| | |
|-----------------|---------------------|
| (a) Accuracy | (c) Skepticism |
| (b) Objectivity | (d) open-mindedness |
3. _____ play a crucial role in social behavior and social thought

| | |
|-------------------------|----------------------|
| (a) Cognitive Processes | (c) Mental Frame |
| (b) Priming | (d) All of the above |
4. Social psychology mainly focuses on understanding the cause of _____

| | |
|---------------|----------------------|
| (a) Actions | (c) Social behavior |
| (b) Cognition | (d) All of the above |
5. Sherif studied the nature and impact of _____

| | |
|--------------------------|-----------------|
| (a) Social Norms | (c) Instincts |
| (b) Cognitive Dissonance | (d) Attribution |
6. Conditioning of attitudes by exposure to stimuli that are below individual threshold of conscious awareness.

| | |
|---------------------|-----------------------------|
| (a) Mere Exposure | (c) Subliminal conditioning |
| (b) Social learning | (d) Conditioned stimulus |
7. Groups of people with whom we identify and whose opinions we value

| | |
|----------------------------|-----------------------|
| (a) Reference groups | (c) Social comparison |
| (b) Observational learning | (d) None of the above |
8. The process through which we compare ourselves to others to determine whether our view of social reality is , or is not correct

| | |
|----------------------------|-------------------------------|
| (a) Social learning | (c) Social Comparison |
| (b) Observational Learning | (d) Instrumental conditioning |
9. ____ view suggest that one important reason why people help others is that doing so boots up their own status and reputation.

| | |
|-----------------------------|-----------------------------------|
| (a) Social learning | (c) negative state relief |
| (b) empathic joy hypothesis | (d) competitive altruism approach |
10. ____ refers to the fact that because none of the by-standards respond to an emergency no one knows what is happening and each depends upon one another.

| | |
|---------------------------------|---------------------------|
| (a) diffusion of responsibility | (c) negative state relief |
| (b) pluralistic Ignorance | (d) None of the above |
11. ____ suggest that the greater the number of witness the less likely victims are to receive help.

| | |
|---------------------------------|---------------------------|
| (a) diffusion of responsibility | (c) negative state relief |
| (b) pluralistic Ignorance | (d) None of the above |
12. ____ stimulus that evokes a positive or negative response without substantial learning.

| | |
|--------------------------|----------------------------|
| (a) conditioned stimulus | (c) Unconditioned stimulus |
| (b) social learning | (d) None of the above |

13. By having seen before, but not necessarily remembering having done so is know as _____
 (a) Mere exposure (c) Subliminal conditioning
 (b) Both a&c (d) None of the above
14. Attitudes which are consciously accessible attitude that are controllable and easy to report.
 (a) Explicit attitude (c) prevention focused attitude
 (b) Implicit attitude (d) None of the above
15. Processing of information in a persuasive message that involves careful consideration of message content and ideas
 (a) Heuristic processing (c) Systematic processing
 (b) fear appeals (d) None of the above
16. ____theory suggest that persuasion can occur in either of two distinct ways, differing in the amount of cognitive effort.
 (a) Heuristic processing (c) theory of planned behavior
 (b) Elaboration likelihood model (d) None of the above

B. Define the following. (Each of 01 mark)

(07)

1. Social Cognition
2. Social Influence
3. Social Power
4. Attribution
5. Self Esteem
6. Obedience
7. Type-A behavior pattern

Q.2 Answer the following.

- A. Explain schemas and its impact on attention, encoding and retrieval. (04)
 B. Explain Impression Management. (04)
 C. What is Compliance? Explain with examples. (04)

OR

- C. State three different factors which might account for negative influence. (04)

Q.3 Answer the following.

- A. Explain Impression Formation. (05)
 B. What is Conformity? Explain with example. (05)
 C. Does attitude influence behavior? When and why? (05)

OR

- C. What you mean by attitude and the three component of attitude. (05)

Q.4 Answer the Following.

- A. Explain Common ways to gain the compliance of another. (06)
 B. Explain Pro-social behavior and motives for pro-social behavior. (06)
 C. Discuss in detail Social identity theory. (06)

OR

- C. What is non verbal communication and explain different types of non verbal communication. (06)