

PARUL UNIVERSITY
FACULTY OF ARTS
B.A, Winter 2017-18 Examination

Semester: 1

Date: 21/12/2017

Subject code: 15105102

Time: 10:30am to 1:00pm

Subject Name: Social Psychology

Total Marks: 60

Instructions:

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

Q.1 Do as directed (08)**A Multiple choice question**

- 1 _____ aspect of attitude refers to belief and emotion
 - a. Cognitive aspect
 - b. Affective aspect
 - c. Connative aspect
 - d. Both a and c
- 2 Which concept did Festinger introduced _____
 - a. Schema
 - b. Social comparison
 - c. Schema congruence
 - d. Internal-external comparison
- 3 _____ 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
- 4 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
- 5 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 crash in the near future because of _____.
 - a. The availability heuristics
 - b. Hindsight bias
 - c. Belief preservance
 - d. The representative heuristics
- 6 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
- 7 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.
- 8 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

- 9 Distraction conflicts theory states _____
- Social facilitation stem from the conflict produced when individuals attempt , simultaneously to pay attention to other people present and to the task being performed.
 - 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
 - audience disrupts performance because of concerns about being evaluated
 - none of the above.
- 10 _____refers to negative stereotype about how people behave in crowds at sporting events
- deindividuation
 - additive task
 - social emneddedness
 - none of the above
- 11 Splintering of a group into distant factions following an ideological rift among members is called as _____
- ideology
 - schism
 - entitativity
 - none of the above
- 12 According to this approach, social behavior can be studies=d with the help of internal cognitive functioning of mind
- cognitive approach
 - humanistic approach
 - psychodynamic approach
 - behavioral approach
- 13 Following are the merits of correlation method except one_____
- it can study the associations of naturally occurring variables that cannot be manipulated or induced
 - it can examine phenomenon that would be difficult or unethical to create for research purpose
 - demonstrates cause and effect relation perfectly.
 - Offers great deal of freedom in where variables are measured
- 14 _____gave client- centered therapy .
- Charles Horton cooley
 - George Herbert mead
 - Carl roger
 - Branden
- 15 According to Schlenker (1980), when we want to influence others and gain reward that is known as_____
- Self verification
 - Self presentation
 - Strategic self-presentation
 - Impression formation
- 16 Which statement define self-expression the best?
- Act of creating art for the sake of personal gratification.
 - Method of expressing feelings or opinion through physical means.
 - The act of bitching and whining.
 - All the above.

B Answer in one line.

(07)

- What is meant by Social Perception?
- What do you understand by attribution?
- Name 3 characteristic feature of social cognition?
- Name 3 goals of strategic self presentation?
- Define trivialization?
- ELM stands for?
- What is availability heuristics?

Q.2 Answer the following : **(12)**

- 1 Describe self esteem in detail?
- 2 Explain the theory of reasoned action and planned behavior?
- 3 Explain merits and demerits of experimental methods?

OR

- 3 Describe in detail the benefit and cost involved in joining group?

Q.3 Answer the following: **(15)**

- 1 Explain cognitive dissonance theory; Measurements of attitude?
- 2 Explain impression formation and impression management and how discuss its importance in personal and professional life
- 3 Define group? Explain the key components of group?

OR

- 3 Describe in detail various channels of non-verbal communication?

Q.4 Answer the following: **(18)**

- 1 Discuss in detail about self concept and self esteem?
- 2 Explain the factors of attitude formation?
- 3 Explain the concept of social facilitation and social loafing with the help of example?

OR

- 3 Describe the “attitude behavior link “, in detail?