

PARUL UNIVERSITY
FACULTY OF ARTS
B.A., Winter 2018 – 19 Examination

Semester: 1
Subject Code: 15105102
Subject Name: Social Psychology

Date: 28/11/2018
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. _____ 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. By having seen before, but not necessarily remembering having done so is known as _____

- | | |
|-------------------|-----------------------------|
| (a) Mere exposure | (c) Subliminal conditioning |
| (b) Both A&C | (d) None of the above |

3. 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 |

4. When we collectively what attitude others hold and believe erroneously that others have different attitude than us.

- | | |
|---------------------------|-----------------------|
| (a) Pluralistic Ignorance | (c) Social comparison |
| (b) both A&B | (d) None of the above |

5. Our predisposition to expect things to turn out well known as _____

- | | |
|----------------------------|-----------------------|
| (a) overconfidence barrier | (c) planning falacy |
| (b) optimistic bias | (d) None of the above |

6. The tendency to have more confidence in the accuracy of our own judgement than is reasonable _____

- | | |
|----------------------------|-----------------------|
| (a) overconfidence barrier | (c) planning falacy |
| (b) optimistic bias | (d) None of the above |

7. The tendency to have optimistic predictions concerning how long a given task will take for completion is known as _____

- | | |
|----------------------------|-----------------------|
| (a) overconfidence barrier | (c) planning falacy |
| (b) optimistic bias | (d) None of the above |

8. _____ an unverified prediction concerning some aspect of social behavior or social thought.

- | | |
|--------------------------|-----------------------|
| (a) co relational method | (c) Intervention |
| (b) Hypothesis | (d) None of the above |

9. Having seen before but not necessarily remembering having done so, attitude toward an object can become more positive.

- | | |
|-----------------------------|-----------------------|
| (a) Subliminal conditioning | (c) Mere exposure |
| (b) Unconditioned stimulus | (d) None of the above |

10. A stimulus that evokes a positive or negative response without substantial learning is _____

- | | |
|-----------------------------|--------------------------|
| (a) Subliminal conditioning | (c) Conditioned Stimulus |
| (b) Unconditioned stimulus | (d) None of the above |

11. It is a situation that occurs when stimuli or events increase the availability in memory or consciousness of specific types of information held in memory.

- | | |
|-----------------------------|--------------------------|
| (a) Subliminal conditioning | (c) Conditioned Stimulus |
| (b) Priming | (d) Both A&C |

12. The process through which we form impressions of others.

- | | |
|-----------------------------|--------------------------|
| (a) Subliminal conditioning | (c) Conditioned Stimulus |
| (b) Priming | (d) Impression formation |

13. The process through which we seek to know and understand other people.

- | | |
|-----------------------|----------------------|
| (a) Social Perception | (c) Social Cognition |
|-----------------------|----------------------|

- (b) Priming (d)None of the above
- 14. Effort to increase once appeal to others**
- (a)Self-Enhancement (c)Impression Formation
(b) Priming (d)None of the above
- 15. _____ is a commitment to changing one's views**
- (a)Skepticism (c)Accuracy
(b) Open-mindedness (d)None of the above
- 16. Group that find themselves with high personal attraction**
- (a) Common bond group (c) Common identity group
(b) Reference group (d) All of the above

B. Define:(Each of 01 mark) (07)

1. Corelational method
2. Schemas
3. Social Cognition
- 4.Common Bond groups
- 5.Entitativity
- 6.Norms
7. Social Learning

Q.2 Answer the following.

- A. What are attitudes? Explain two type of attitude. (04)
- B. What are groups? Give two type of groups. (04)
- C. Explain in brief three concepts of self.. (04)

OR

- C. Explain Impression Formation. (04)

Q.3 Answer the following.

- A. Explain attitude formation and describe classical conditioning in forming attitude. (05)
- B. Define Entitativity. Explain the character of group having high entitativity. (05)
- C. Explain Impression management (05)

OR

- C. Explain Experimental methods with merits and demerits (05)

Q.4 Answer the following.

- A. Explain key components of group. (06)
- B. Explain Strengths of attitude in relation with attitude behavior consistency. (06)
- C. Define Schemas and explain its impact on social cognition. (06)

OR

- C. Explain benefits of joining a group. (06)