

**PARUL UNIVERSITY**  
**FACULTY OF ARTS**  
**B.Arts Winter 2019 – 20 Examination**

**Semester: 6**  
**Subject Code: 15105382**  
**Subject Name: Social Psychology**

**Date: 13/12/2019**  
**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.

**Key Note:** General statement of answers are been provided, answers may differ depending upon reference book of students.

**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 extend 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 known 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. What is Compliance? Explain with examples. (04)
- B. Explain Impression Management. (04)
- C. Explain schemas and its impact on attention, encoding and retrieval. (04)
- OR**
- C. State three different factors which might account for negative influence. (04)

**Q.3 Answer the following.**

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