PARUL UNIVERSITY
FACULTY OF ARTS
M.A. Winter 2019–20 Examination

Semester:3   Date: 20/11/2019
Subject Code: 15203201   Time: 10:30am to 1pm
Subject Name: Social Psychology-I   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 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 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. **Schemas**
   3. **Heuristics**
   4. **Attribution**
   5. **Empathy altruism hypothesis**
   6. **General Aggression Model**
   7. **Type-A behavior pattern**

Q.2 Answer the following.
  A. Explain schemas and its impact on attention, encoding and retrival.   **(04)**
  B. Explain Impression Management   **(04)**
  C. Explain discrimination among gender, caste and religion in India.   **(04)**
<div align="center">OR</div>

  C. Explain in brief non-verbal communication.   **(04)**

Q.3 Answer the following.
  A. Explain Impression Formation.   **(05)**
  B. How to resist persuasion attempts.   **(05)**
  C. Does attitude influence behavior? When and why?   **(05)**
<div align="center">OR</div>

  C. Explain Stereotyping and how do they operate.   **(05)**

Q.4
  A. Describe Kelley's theory of Casual attributions.   **(06)**
  B. Explain Sources of errors in social cognition.   **(06)**
  C. Discuss in detail Social identity theory.   **(06)**
<div align="center">OR</div>

  C. Explain Pro-social behavior and motives for pro-social behavior.   **(06)**