



Avinashilingam Institute for Home Science and Higher Education for Women

(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)

Re-accredited with 'A+' Grade by NAAC. Recognised by UGC Under Section 12B

Coimbatore - 641 043, Tamil Nadu, India

Bachelor's Degree Examination –November 2019

III Semester

Class : II UG
Major : Psychology

Time: 3 hours
Max. Marks: 100

18BPSC06 Social Psychology

Part A

10 x 1 = 10

Choose the correct answer

1. If suggests that “people act in various social situations which is strongly determined by their thoughts about these situations and other persons” is
 - a. multicultural perspective
 - b. Evolutionary perspective
 - c. cognitive perspective
 - d. Humanistic perspective
2. Name one basic technique for studying social behaviour that the researcher would simply notice what is happening in various contexts is
 - a. survey method
 - b. Naturalistic observation method
 - b. case study method
 - d. correlation method
3. State the concept in that when two or more potential causes of another person's behaviour exists, we tend to downplay the important of each.
 - a. discounting effects
 - b. augmenting effects
 - c. Non common effects
 - d. correspondent inference.
4. Which of the following is the tending to attributes our own positive outcomes to internal causes but negative ones to external causes?
 - a. correspondence bias
 - b. Halo effect
 - b. Actor – observer effect
 - d. self – serving bias
5. Name the concept in which we interpret, analyze, remember and use information about the World.
 - a. social perception
 - b. social cognition
 - c. Attitude
 - d. prejudice
6. Which of the following are the rules for making decisions in a quick and relatively effortless manner to avoid information overload?
 - a. priming
 - b. automatic processing
 - c. Heuristic
 - d. planning fallacy
7. Attitudes are evaluated both positively and negatively and it is termed as
 - a. attitude ambivalence
 - b. attitude formation
 - c. subliminal conditioning of attitudes
 - d. Instrumental conditioning of attitudes
8. Identify the concept in that an unpleasant state that occurs when we notice discrepancies between our attitudes or between our attitudes and behaviour.
 - a. social cognition
 - b. persuasion
 - c. reactance
 - d. cognitive dissonance

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ANSWER KEY- SET 1 PART-A

1. Cognitive perspective
2. Naturalistic observation method
3. Discounting effects
4. Self-serving bias
5. Social cognition
6. Heuristics
7. Attitude ambivalence
8. Cognitive dissonance
9. Self-monitoring
10. Symbolic self-awareness

PART-B

11. a. Multicultural perspective:

Recognizes the importance of cultural factors in social behavior and social thought, and notes that research findings obtained in one culture do not necessarily generalize to other cultures.

b. Causes of social behavior:

- Actions and characteristics of other persons.
- Cognitive processes
- Environmental variables
- Cultural contexts
- Bio logical factors

12. a. Sources of errors in attributions

- Correspondence bias.
- Actor – observer effect
- Self serving bias

b. Asch's research on impression formation:

Central and peripheral traits: Indicated that our impression of others involves more than simple summaries of their traits. That is we do not form impressions simply by adding together all of the traits we observe in other persons.

Rather, we perceive these traits in relation to one another. So that the traits cease to exist individually and become part of an integrated, dynamic whole.

13. a. Representativeness heuristics – Which suggest the more similar an individual is to typical members of a given group, the more likely he or she is to belong to that group.

Availability heuristics – Suggest that the easier it is to bring information to mind, the greater its impact on subsequent decisions.

b. The influence of affect on cognition.

- Mood – dependent memory
- Mood – Congruence effects
- Mental contamination

14. a. The ways of attitude formation.

Attitudes are often acquired from other persons through social learning such as,

- Classical conditioning
- Instrumental conditioning
- Observational learning and
- Social comparisons

b. Dissonance and attitude change:

The effects of induced compliance:

- Forced compliance
- Less-leads-to-more effect

15. a. Effects of self-esteem: there are many positive and some negative factors associated with high self-esteem; negative consequences are consistently found to be associated with variable self-esteem.

- Negative self evaluations are associated with
 - Inadequate social skills
 - Loneliness
 - Depression
 - Poorer performance following failure experience

b. Gender identity and gender stereotypes:

- Developing a gender identity
- Basis of gender identity:
 - Gender schema theory
 - Sex typing

PART-C

16. a. Correlation and Experimental method of research in social psychology:

In the correlational method of research, two or more variables are measured to determine whether they are related to one another in any way. The existence of even strong correlations between variables does not indicate that they are causally related to each other.

Experimentation involves systematically altering one or more variables (IV) in order to determine whether changes in these variables affect some aspect of behavior (DV). Although it is a very powerful research tool, the experimental method is not perfect- questions concerning its external validity often arise. Further it cannot be used in some situations because of practical or ethical considerations.

b. Causes of social behavior and thought:

Important causes of social behavior and thought include the

- behavior and characteristics of other persons
- cognitive processes
- aspects of the physical environment
- culture and
- biological and genetic factors.

17. a. Non-verbal communication:

In order to understand others' emotional states, we often rely on *non verbal communication* – an unspoken language of facial expressions, eye contact, and body movements and postures. They do often provide useful information about others' emotional states.

b. Theories of attribution:

- Jones and Davis's theory of correspondent inference (non common effects)
- Kelley's theory of causal attribution (consensus, consistency and distinctiveness)

18. a. Sources of errors in social cognition:

- Negativity bias
 - Optimistic bias
- b. Schemas exert powerful effects on what we notice, enter into memory and later remember.
- Perseverance effect
 - Self fulfilling prophecies

19. a. The extent in which attitudes influence behavior:

- Aspects of the situations
- Aspects of attitudes themselves
 - attitude origin
 - attitude strength
 - attitude specificity

b. Resistance to persuasion:

- Reactance
- Forewarning
- Selective avoidance

20. a. Aspects of self-functioning:

- self focusing
- self monitoring
- self efficacy

b. Gender roles at home and on the job:

Traditional gender roles have received powerful support throughout the culture from family, peers, and every aspect of the media.



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Part A

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Choose the correct answer

- Which of the following perspective suggests that biological and genetic factors play at least some role in many forms of social behavior? CO1 K2
 - multicultural perspective
 - Evolutionary perspective
 - cognitive perspective
 - Humanistic perspective
- Name one basic technique for studying social behavior that the researchers would ask large members of persons to respond to questions about their attitude and behavior. CO1 K1
 - survey method
 - Naturalistic observation method
 - case study method
 - correlation method
- State the concept that involves the process through which we seek to understand other persons. CO2 K1
 - social cognition
 - Attitude
 - social perception
 - prejudice
- Which of the following is the tendency to attribute our own behavior to situational causes but that of others to internal causes? CO2K2
 - correspondence bias
 - Halo effect
 - self – servicing bias
 - actor – observer effect
- The basic process of schemes which refers to the processes through which information we notice gets stored in memory. CO3K2
 - attention
 - encoding
 - decoding
 - retrieval
- Our tendency to store as remember positive information when in a positive mood and negative information when in a negative mood is termed as CO3K1
 - mood – depending memory
 - counterfactual thinking
 - mood congruence effect
 - mental contamination
- Which of the following is our tendency to compare ourselves with others in order to determine whether view of social reality is or it not correct? CO4 K1
 - social learning
 - social attitude
 - observational learning
 - social comparison
- Situations in which individuals are somehow induced to say or do things inconsistent with their true attitude are termed as CO4 K2
 - Less-leads-to-more effect
 - forced compliance
 - hypocrisy
 - trivialization
- The extent to which attention is directed toward oneself is referred as CO5 K1
 - Self efficacy
 - self monitoring
 - self focusing
 - self concept

10. We can process information about ourselves more efficiently than the processing of other types of information. Which of the following is correct regarding above statement? CO5 K2
- a. symbolic self awareness b. self reference effect
 c. subjective self awareness d. objective self awareness

Part B

5 x 6 = 30

Answer ALL questions

Each answer should not exceed 400 words or two pages

11. a. Why social psychology adopts a multicultural perspective? Explain. CO1K3
 (OR)
- 11.b. Summarize the experimental method of research in social psychology. CO1K4
12. a. How attribution has been applied to many practical problems with great success? Analyze. CO2 K4
 (OR)
- 12.b. Infer the Kelley's theory of causal attribution. CO2 K5
13. a. How do schemas influence social cognition? Explain. CO3 K4
 (OR)
13. b. How does affect strongly influence cognition? Explain. CO3 K3
14. a. Explain the useful functions of attitudes. CO4 K2
 (OR)
14. b. How do attitudes influence behavior? Explain. CO4 K3
15. a. Summarize the positive and negative effects of self-monitoring. CO5 K5
 (OR)
- 15.b. Explain in detail about gender identity and gender stereotypes CO5 K4

Part C

5 x 12 = 60

Answer ALL questions

Each answer should not exceed 800 words or four pages

16. a. Describe the causes of social behavior and thought. CO1 K2
 (OR)
- 16.b. Relate cognitive and evolutionary perspectives of social psychology. CO1 K5
- 17.a. Analyze the potential sources of errors in attribution. CO2 K4
 (OR)
17. b. Evaluate the nonverbal communication to understand others emotional states. CO2 K4
18. a. Examine the types of heuristics with examples. CO3 K3
 (OR)
- 18.b. Summarize the sources of errors in social cognition with examples. CO3 K5
19. a. Examine the ways in which attitudes are formed. CO4 K3
 (OR)
- 19.b. Emphasize the process of persuasion in attitude change.
20. a. Explain in detail about self-esteem and the effects of high and low self- esteem. CO5 K4

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SET-II ANSWER KEY

PART-A

1. Evolutionary perspective
2. Survey method
3. Social perception
4. Actor-observer effect
5. Encoding
6. Mood congruence effect
7. Social comparison
8. Forced compliance
9. Self-focusing
10. Self-reference effect

PART-B

11. a. Multicultural perspective:

Recognizes the importance of cultural factors in social behavior and social thought, and notes that research findings obtained in one culture do not necessarily generalize to other cultures.

b. Experimental method of research in social psychology:

Experimentation involves systematically altering one or more variables (IV) in order to determine whether changes in these variables affect some aspect of behavior (DV). Although it is a very powerful research tool, the experimental method is not perfect- questions concerning its external validity often arise. Further it cannot be used in some situations because of practical or ethical considerations.

12. a. Applications of attribution theory:

- Attribution and depression
- Attribution and prejudice

b. Kelley's theory of causal attribution:

Focuses on the question of whether others' behavior stemmed from internal or external causes. To answer this question, focus on information relating to consensus, consistency, and distinctiveness.

13. a. Schemas exert powerful effects on what we notice, enter into memory and later remember.

- Perseverance effect
- Self fulfilling prophecies

b. The influence of affect on cognition.

- Mood – dependent memory
- Mood – Congruence effects
- Mental contamination

14a. Functions of attitudes:

Attitude serves a number of useful functions.

- Operate as schemas

- Knowledge function
- self-identity function
- self-esteem function
- ego defensive function
- Impression motivation function

b. Influence of attitudes on behavior:

- Attitudes, reasoned thought, and behavior- theory of reasoned action / theory of planned behavior: determined by three factors i) attitudes toward a behavior ii) subjective norms iii) perceived behavior control
- Attitudes and immediate behavioral reactions- attitude-to-behavior process model

15.a. Positive and negative effects of self-monitoring

Self-monitoring: the tendency to regulate one's behavior on the basis of external cues and internal cues.

Low self-monitors tend to behave in a consistent way regardless of the situation, whereas high self-monitors tend to change as the situation changes.

High self-monitors engage in role playing in order to obtain positive evaluations from other people. This is a useful characteristic for politicians, sales people and actors.

Extremely high or low self monitoring- more neurotic and less well adjusted.

b. Gender roles at home and on the job:

Traditional gender roles have received powerful support throughout the culture from family, peers, and every aspect of the media

PART-C

16. a. Causes of social behavior and thought:

Important causes of social behavior and thought include the

- behavior and characteristics of other persons
- cognitive processes
- aspects of the physical environment
- culture and
- biological and genetic factors.

b. cognitive and evolutionary perspectives of social psychology:

A major theme in modern social psychology is the growing influence of cognitive perspective. This suggests that how people act in various social situations is strongly determined by their thoughts about these situations and other persons.

Growing evidence suggests that biological and genetic factors play at least some role in many forms of social behavior (everything from physical attraction and mate selection on one side through aggression on the other side)

17. a. Sources of errors in attributions

- Correspondence bias.
- Actor – observer effect
- Self serving bias

b. Non-verbal communication:

In order to understand others' emotional states, we often rely on *non verbal communication* – an unspoken language of facial expressions, eye contact, and body movements and postures. They do often provide useful information about others' emotional states.

18. a. Types of heuristics:

Representativeness heuristics – Which suggest the more similar an individual is to typical members of a given group, the more likely he or she is to belong to that group.

Availability heuristics – Suggest that the easier it is to bring information to mind, the greater its impact on subsequent decisions.

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19. a. The ways of attitude formation.

Attitudes are often acquired from other persons through social learning such as,

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- Instrumental conditioning
- Observational learning and
- Social comparisons

b. Process of persuasion in attitude change (cognitive approach to persuasion):

- Systematic processing/ the central route
- Heuristic processing/ the peripheral route
- Elaboration likelihood model

20. a. Self-esteem and the effects of self esteem:

Self-esteem rests on self-evaluations- the attitude we hold about ourselves in general and in specific domains. It is based in part on social comparison processes.

Effects of self-esteem: there are many positive and some negative factors associated with high self-esteem; negative consequences are consistently found to be associated with variable self-esteem.

- Negative self evaluations are associated with
 - Inadequate social skills
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 - Poorer performance following failure experience

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