



**Avinashilingam Institute for Home Science and Higher Education for Women**  
(Deemed to be University Estd. u/s 3 of UGC Act 1956, Category 'A' by MHRD [now MoE]  
Re-accredited with an 'A++' Grade by NAAC CGPA 3.65/4, Category I by UGC  
Coimbatore – 641 043, Tamil Nadu, India

**Continuous Internal Assessment Test I – August 2025**  
**III Semester**

**Class: II UG**  
**Branch: Psychology**

**Time: 2 Hours**  
**Max. Marks: 60**

**23BPSC05 Foundation of Social Psychology**

**Course Outcomes:**

- CO1. Understanding the basic social psychological concepts and familiarize with relevant methods.  
CO2. Understanding the applications of social psychology to social issues like gender, environment, health, intergroup conflicts, etc.  
CO3. Developing skills pertaining to mapping of social reality and understanding how people evaluate social situations.  
CO4. Familiarizing with the concepts of social affect and affective processes including people's shaming and helping behaviours.  
CO5. Developing an understanding pertaining to social influence processes particularly the influence of others on individual behaviour and performance.

**Part A**

**6 x 1 = 6**

**Choose the Correct Answer**

1. Social psychology primarily focuses on how individuals think, feel, and behave in relation to:  
A. Their genetic makeup                      B. Cultural heritage only  
C. Social and environmental contexts      D. Their physiological processes  
CO1K1
2. One major qualitative method used in social psychology to understand deep social interactions is:  
A. Survey method                      B. Case study      C. Experiment      D. Meta-analysis  
CO1K2
3. Social psychological principles can help reduce prejudice and discrimination through:  
a. Passive observation  
b. Stereotype reinforcement  
c. Intergroup contact and cooperation  
d. Ignoring group differences  
CO1K2
4. When people attempt to manage the impression others form of them, they are engaging in:  
A. Self-actualization                      B. Impression formation  
C. Impression management              D. Self-fulfilling prophecy  
CO2K1
5. According to attribution theory, when someone explains their success by attributing it to effort, they are making:  
A. An external attribution                      B. A situational attribution  
C. An unstable external attribution              D. An internal attribution  
CO2K2
6. The belief "All teenagers are reckless" is an example of:  
A. Schema      B. Attitude      C. Attribution      D. Stereotype  
CO2K1

**Part B**

**3 x 6 = 18**

**Answer ALL questions**

**Each answer should not exceed 400 words or two pages**

- 7.a. Explore the nature of social psychology  
(or)  
7.b. Discuss the application of social psychology in intergroup conflicts.  
8.a. Analyze the role of social psychologist in social media.  
(or)  
8.b. Explain the role of schema in social cognition  
9.a. Outline the types and nature of attitude  
(or)  
9.b. Discuss the process of impression formation.

**Part C**

**3 x 12 = 36**

**Answer ALL questions**

**Each answer should not exceed 800 words or four pages**

- 10.a. Elucidate on the quantitative methods in social psychology.  
(or)

- 11.a. Critically analyze the impact of gender stereotypes CO1K2  
(or)  
11.b. Discuss the basic types of learning human behaviour. CO2K3
- 12.a. Assess the individual's sense of self- worth or personal value. CO2K4  
(or)  
12.b. Understand the positive and negative concept of self CO2K4

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**Copies: 50 + 25**

**Staff in charge: Mrs. Srinithi, A. M and Ms. Sanmathi, A. P.**