BA PSYCHOLOGY
Third Semester
Social Psychology-I
(BPY - 11)

Duration: 3Hrs.

Full Marks: 70

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins.

Marks: 50

1. **Answer the following questions** (any *five*) 2×5 = 10

   a) Define two safeguards of deception.

   b) What is survey method? How is it helpful in socio-psychological research?

   c) What is Personal Space?

   d) What is group cohesiveness?

   e) How can you reduce cognitive dissonance?

   f) What is Hypocrisy?

   g) Mention the skills of a leader.

2. **Answer the following questions** (any *five*) 3×5 = 15

   a) What is correlational method? Explain its role in Social psychology. (1+2=3)

   b) What is Experimentation? Explain its basic nature.

   c) Explain Universal norm.

   d) Define attitude. What are the components of an attitude?

   e) Explain the functions of a group.

   f) Mention the important characteristics of a group.

   g) Which one of the different types of leaderships do you consider the best and why?

3. **Answer the following questions** (any *five*)   5×5 = 25

   a) Explain Evolutionary Perspective and role of biological factors in understanding human behaviour.

   b) "Norms do vary with gender"-explain the statement.

   c) Does norm prescribe proper behaviour? If yes, how is it possible, explain.

   d) Suggest some measurements of attitude.

   e) How can attitude be changed? What are the two main process of elaborative likelihood model?

   f) Explain the properties of a group.

   g) Is leadership an important group process? If yes, justify your answer. What are the characteristics that a leader should possess?

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(The figures in the margin indicate full marks for the questions)

Duration: 20 minutes   **Marks – 20**

PART A- Objective Type

Answer the following   **1×20=20**

1. What do you understand by skepticism?

2. A _____ is a focus on understanding the cultural and ethnic factors that influence social behaviour.

3. What is deception?

4. Norms are the rules for _____ and _____ behaviour.

5. Who introduced the concept of universal norm?

6. Peergroup is a primary group.   **(True/False)**

7. What are the three components of A-B-C model?

8. Mention any two indirect methods involved in measuring attitude.

9. Primary groups refer to------

a)School   b) playground   c)peers   d) family

10. What do you mean by hard boiled autocrat leader?

11. What is the difference between ingroup and outgroup?

12. Physical attractiveness is most involved in which of the following aspects of persuasion-

a)The source   b) The message   c) The audience   d)The media

13. What is the concept of great person theory of leadership?

14. Mention a characteristic of a charismatic leader.

15. _____ occurs in situations where we feel compell to say or do something inconsistent with our true attitudes.

16. Jerry goes to a lot of dog races because he enjoys them and loves to see the dogs run.-This example refers to component of an attitude-

a) Psychological   b) Behavioural   c) Cognitive   d) affective

17. The public services messages that encourages parents to sit down with their children and talk frankly about drugs are promoting which method of attitude formation –

   a) Direct contact   b)direct instruction   c)Vicarious conditioning   d) observational learning.

18. Cognition and behaviour are parallel to each other   **(True/False)**

19. What is Ex-post facto?

20. Mention the two aspects of Brown's Universal norm.

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