Write the following information in the first page of Answer Script before starting answer

ODD SEMESTER EXAMINATION: 2020-21

Exam ID Number_____

Course_____   Semester_____

Paper Code_____Paper Title_____

Type of Exam: _____   (Regular/Back/Improvement)

__Important Instruction for students:__

1. Student should write objective and descriptive answer on plain white paper.
2. Give page number in each page starting from 1st page.
3. After completion of examination, Scan all pages, convert into a single PDF, rename the file with Class Roll No. (2019MBA15) and upload to the Google classroom as attachment.
4. Exam timing from 10am – 1pm (for morning shift).
5. Question Paper will be uploaded before 10 mins from the schedule time.
6. Additional 20 mins time will be given for scanning and uploading the single PDF file.
7. Student will be marked as ABSENT if failed to upload the PDF answer script due to any reason.

BSO / BEN
THIRD SEMESTER
PSYCHOLOGY IN THE CONTEXT OF SOCIETY
BPY - 302

Duration : 3 hrs.

Full Marks : 70

(**PART-A : Objective**)

Time : 20 min.

Marks : 20

Choose the correct answer from the following:

1X20=20

1. According to F.H Allport , attitude are classified into
   a. Three category
   b. Two category
   c. Four category
   d. Five category

2. Physical attractiveness is most involved in which of the following aspects of persuasion?
   a. the source
   b. the audience
   c. the message
   d. the media

3. How individuals are affected by the presence of others is the focus of study in the field of
   a. Sociology
   b. Social psychology
   c. Experimental psychology
   d. Sociobiology

4. Solomon Asch's classic experiment (in which subjects judged a standard line and comparison lines) was arranged to test the limits of
   a. social perception
   b. Indoctrination
   c. coercive power
   d. Conformity

5. Which of the following represents the cognitive component of an attitude?
   a. "I just love Italian food!"
   b. "Tonight, we're going to that new Italian restaurant."
   c. "Italian food is the best of the European cuisines."
   d. "I'm going to make lasagna tonight."

6. _____function of attitude helps people to make a stable, meaningful and organized view of the world.
   a. Ego- defensive
   b. Adjustive
   c. Knowledge
   d. Value – expressive

7. Prejudice helps an individual to justify his _____
   a. Attitude
   b. Hostilities
   c. Norms
   d. None of this

8. Which among the following is not a component of attitude?
   a. Cognitive component
   b. Emotional component
   c. Behavioral component
   d. Educational component

9. Prejudice is_____
   a. Acquired
   b. Overtones
   c. Irrational
   d. All of the above

10. The _____give direction to our behavior.

    a. Attitude   **b.** Thinking

    c. Memory   **d.** None of the above

11. Intergroup Contact is one of the method of reducing

    a. Attitude   **b.** Prejudice

    c. Discrimination   **d.** Behavior

12. The person who agrees to a small request initially is more likely later to comply with a larger demand. This describes the

    a. door-in-the-face-effect   **b.** foot-in-the-door effect

    c. low-ball technique   **d.** high-ball technique

13. The effect of group size on conformity has been explained by _____ theory.

    a. cognitive dissonance   **b.** social norm

    c. psychological reactance   **d.** social impact

14. Which attribution process is this? Believing that all homeless people are responsible for their outcomes or got what they deserved**.**

    a. Actor Observer discrepancy   **b.** If they like the person sending the message

    c. Fundamental Attribution Error   **d.** All of the above

15. Prejudice can be of _____

    a. Racial   **b.** Region

    c. Abnormal   **d.** None of this

16. The actor-observer effect is the tendency to attribute our own behavior to mainly_____causes and the behavior of others to_____causes

    a. Dispositional, situational   **b.** Situational, dispositional

    c. Situational, Situational   **d.** Dispositional, dispositional

17. Actor observer effect is a error of

    a. Attitude   **b.** Attribution

    c. Persuasion   **d.** Cognitive Dissonance

18. The process through which we seek to identify the causes of other's behavior and so gain knowledge of their stable traits and dispositions

    a. Attribution   **b.** Attitude

    c. Persuasion   **d.** Cognitive Dissonance

19. Social learning theory was proposed by _____

    a. Albert Bandura.   **b.** Sigmund Freud.

    c. Abraham Maslow.   **d.** None of the above

20. Milgram's shock studyshowed people to be surprisingly

    a. Rebellious   **b.** Intelligent

    c. Sexist   **d.** Obedient

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(**PART-B : Descriptive**)

[*Answer question no.1 & any four (4) from the rest*]

1. Explain the development of attitude.   **10**

2. Discuss the Fundamental Attribution Error and the Actor observer bias.   **5+5=10**

3. Write an essay on factors of development and maintenance of discrimination and prejudice.   **4+6 =10**

4. **a.** Explain the underlying principles of Compliance.   **6+4 =10**

   b. Write down the compliance techniques?

5. Write down the goal and nature of social psychology.   **10**

6. What do you understand by the term prejudice? What are the different types of prejudice?   **10**

7. **a.** What are the applications of Attribution theory?   **5+5=10**

   b. Explain the different types of Attribution.

8. **a.** Summarize the characteristics of attitude.   **5+5=10**

   b. How do attitude influence behavior?

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