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.

BA PSYCHOLOGY
THIRD SEMESTER
SOCIAL PSYCHOLOGY I
BPY - 301

Duration : 3 hrs.   **Full Marks : 70**

(**PART-A: Objective**)

Time : 20 min.   **Marks : 20**

Choose the correct answer from the following: *1X20=20*

1. Who was credited with the creation of social psychology as a distinct field of study?
   - **a.** McDougall
   - **b.** Ross
   - **c.** Allport
   - **d.** All of the above are correct

2. Unlike common sense, social psychological theories are
   - **a.** always accurate.
   - **b.** put to the test.
   - **c.** based on educated guesses.
   - **d.** always hard to anticipate.

3. Constantine and Chad are interested in social cognition. Therefore, they should be most inclined to conduct a study in which
   - **a.** personality factors are combined with social factors.
   - **b.** people's interpretations of information about other people are examined.
   - **c.** the level of analysis is the social group, rather than the individual.
   - **d.** an applied, rather than a basic, approach is taken

4. Hannah developed an explicit, testable prediction about what kind of advertising campaign would be most effective in selling a particular product. Specifically, she predicted that a campaign that makes an emotional appeal would be more effective than one that focuses more on appeals to logic. She tested her prediction in an experiment that compared both types of appeals. Hannah's prediction is an example of
   - **a.** archival research.
   - **b.** a hypothesis.
   - **c.** a meta-analysis.
   - **d.** survey research.

5. Some researchers investigated the relationship between smoking and the likelihood of dying of cancer. The researchers found that as the amount one smoked increased, the likelihood of dying of cancer increased as well. Similarly, as the amount of smoking decreased, the likelihood of dying of cancer decreased as well. Which of the following correlation coefficients is most likely to reflect this relationship between amount of smoking and the likelihood of dying of cancer?
   - **a.** A correlation coefficient of –.30
   - **b.** A correlation coefficient of +.30
   - **c.** A correlation coefficient of –10.00
   - **d.** A correlation coefficient of +100.00

6. Surveys are much more likely to produce accurate results if
   - **a.** the participants were randomly assigned to conditions.
   - **b.** they are high in experimental realism.
   - **c.** the participants were chosen using a random sample of the population.
   - **d.** their design has strong internal validity.

7. Joanie asked an acquaintance named Chachi if he would do a small favor for her. After he agreed and did the small favor, Joanie then asked him to do an even larger favor for her. This scenario describes
   a. the foot-in-the-door technique.
   b. reciprocal concessions.
   c. low-balling
   d. minority influence.

8. The tendency to change our perception, opinions, or behavior in ways that are consistent with group norms best describes
   a. conformity.
   b. minority influence.
   c. compliance.
   d. idiosyncrasy credit.

9. Although neither group makes any explicit requests or demands of her, Sheetal expresses proconservative opinions when she is with her conservative friends and she expresses anticonservative opinions when she is with her liberal friends. Sheetal's actions best illustrate
   a. compliance.
   b. individualism.
   c. conformity.
   d. obedience.

10. Which of the following is most accurate concerning gender differences in levels of conformity?
   a. Across situations, men are reliably more likely than women to conform to a group norm.
   b. Across situations, women are reliably more likely than men to conform to a group norm
   c. When they think they are being observed, women conform more and men conform less than they do in more private situations.
   d. There is no evidence of gender differences in levels of conformity.

11. The study of the relationship between neural and social processes is best represented by the
   a. social neuroscience perspective
   b. behavioral perspective.
   c. evolutionary perspective.
   d. cross-cultural perspective.

12. Muhammad does not like Joe. Howard does not like Joe. Muhammad and Howard like each other. Joe does not like either Muhammad or Howard. This pattern is consistent with
   a. balance theory.
   b. internal attributions.
   c. contrast effects.
   d. psychological reactance.

13. The kind of attachment in which people report that they desire attachment but are afraid of being hurt is called
   a. secure.
   b. Avoidant
   c. anxious/ambivalent.
   d. Fearful

14. When people like her, Jenny likes them. When people dislike her, Jenny dislikes them. Jenny's likes and dislikes exemplify
   a. assimilation.
   b. reciprocity.
   c. resource exchange
   d. complementarity.

15. Intimacy, passion, and commitment are three components of
    a. passionate love.
    b. companionate love.
    c. the triangular theory of love
    d. communal relationships

16. When it comes to close relationships, research has shown that _____ love is a widespread and universal emotion
    a. Passionate
    b. Romantic
    c. companionate
    d. Equity

17. The idea that arousal produced by one stimulus can increase a person's emotional reaction to another stimulus is called
    a. excitation transfer
    b. incompatible responses.
    c. emotional aggression
    d. Displacement

18. Freud believed that aggression was the result of
    a. the life instinct deflecting the death instinct outward rather than inward
    b. people's instinctual enjoyment of inflicting pain on others.
    c. the processes of sexual selection.
    d. imitating the behaviors of one's opposite-sex parent.

19. Aggression in _____ best predicts aggression in adulthood.
    a. childhood
    b. early teens
    c. late teens
    d. pre-puberty

20. After the home team loses the championship game, many fans of the home team run into the streets and vandalize the neighborhood while yelling, drinking, and fighting. This behavior is least likely to reflect
    a. emotional aggression
    b. excitation transfer
    c. instrumental aggression
    d. the relationship between frustration and aggression.

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PART-B : Descriptive

Time : 2 hrs. 40 min.   **Marks : 50**

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

1. Describe three periods in the history of social psychology and note two major characteristics of each period.   **8+2=10**

2. Explain the usefulness of traditional research methodologies, such as archival studies and surveys, as well as explain the potential contributions of social psychology in day to day life.   **6+4=10**

3. Define, compare, and contrast conformity, compliance, and obedience.   **10**

4. Define and explain the sequential request strategies known as the foot-in-the-door technique, lowballing, the door-in-the-face technique, and that's-not-all technique. Explain why each works. Address strategies for resisting these strategies.   **4+4+2 =10**

5. Describe the role of familiarity in attraction, including issues of proximity and mere exposure effects.   **5+5=10**

6. Summarize different approaches to classifying love such as Lee's love styles, Sternberg's triangular theory of love, and make distinctions between passionate and companionate love.   **3+3+4 =10**

7. Discuss the role of culture in aggression and attitudes towards aggression. Consider various explanations for differences in aggression across cultures and across groups within cultures.   **5+5=10**

8. Summarize the immediate as well as long-term effects on aggression of exposure to violent forms of media. Explain General Aggression Model.   **5+5=10**

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