

**BA SOCIOLOGY**  
**THIRD SEMESTER (SPECIAL REPEAT)**  
**PSYCHOLOGY IN CONTEXT OF SOCIETY**  
**BPY-302 A [GENERIC ELECTIVE]**  
(Use separate answer scripts for Objective & Descriptive)

Duration : 3 hrs.

Full Marks : 70

**( PART-A : Objective )**

Time : 20 min.

Marks : 20

*Choose the correct answer from the following:*

*1X20=20*

- \_\_\_\_\_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
- According to F.H Allport , attitude are classified into:  
a. Three category  
b. Two category  
c. Four category  
d. Five category
- Prejudice helps an individual to justify his:  
a. Attitude  
b. Hostilities  
c. Norms  
d. None of this
- Which among the following is not a component of attitude?  
a. Cognitive component  
b. Emotional component  
c. Behavioral component  
d. Educational component
- 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
- 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
- Prejudice is.....  
a. Acquired  
b. Overtones  
c. Irrational  
d. All of the above
- The effect of group size on conformity has been explained by..... theory.  
a. cognitive dissonance  
b. social norm  
c. psychological reactance  
d. social impact
- The \_\_\_\_\_give direction to our behavior.  
a. Attitude  
b. Thinking  
c. Memory  
d. None of the above
- 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

11. Milgram's shock study showed people to be surprisingly:
  - a. Rebellious
  - b. Intelligent
  - c. Sexist
  - d. Obedient
12. 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
13. 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
14. Prejudice can be of:
  - a. Racial
  - b. Region
  - c. Abnormal
  - d. None of this
15. Actor observer effect is a error of:
  - a. Attitude
  - b. Attribution
  - c. Persuasion
  - d. Cognitive Dissonance
16. 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
17. Intergroup Contact is one of the method of reducing:
  - a. Attitude
  - b. Prejudice
  - c. Discrimination
  - d. Behavior
18. Social learning theory was proposed by:
  - a. Albert Bandura
  - b. Sigmund Freud
  - c. Abraham Maslow
  - d. None of the above
19. 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."
20. 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

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( PART-B : Descriptive )

Time : 2 hrs. 40 min.

Marks : 50

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

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| 1. Write an essay on factors of development and maintenance of discrimination and prejudice.              | 4+6=10 |
| 2. Discuss the Fundamental Attribution Error and the Actor observer bias.                                 | 10     |
| 3. Explain the development of attitude.   | 10     |
| 4. What do you understand by the term prejudice? What are the different types of prejudice?               | 5+5=10 |
| 5. a.) What are the applications of Attribution theory?<br>b) Explain the different types of Attribution. | 5+5=10 |
| 6. a) Summarize the characteristics of attitude.<br>b) How do attitude influence behavior?                | 6+4=10 |
| 7. a) Explain the underlying principles of Compliance.<br>b) Write down the compliance techniques.        | 5+5=10 |
| 8. Write down the goal and nature of social psychology.   | 10     |

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