

**BA PSYCHOLOGY
THIRD SEMESTER
SOCIAL PSYCHOLOGY-I
BPY – 301**

**SET
A**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

(Objective)

Marks: 20

Choose the correct answer from the following:

1×20=20

1. A major difference between social psychologists and sociologists is that social psychologists tend to focus on _____ while sociologists tend to focus on _____.
 - a. Prejudice; culture
 - b. Aggression; violence
 - c. The individual level; the group level
 - d. Social cognition; political attitudes
2. Of the following individuals, the one who is credited as being one of the founders of social psychology is
 - a. Norman Triplett.
 - b. Kenneth Gergen.
 - c. David Sears
 - d. Harry Triandis
3. 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.
4. 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
5. 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
6. The use of deception in some studies highlights the need for researchers to
 - a. Conduct a thorough debriefing at the conclusion of each study.
 - b. Conduct research that is not influenced by their own values.
 - c. Use self-reports as well as behavioral observations whenever possible
 - d. Create operational definitions of their variables that are high in external validity
7. Ethical code of conduct of research is proposed by
 - a. ICD
 - b. APA
 - c. DSM
 - d. MCQ

8. Although they are distinct techniques, the foot-in-the-door, door-in-the-face, low-balling, and that's-not-all techniques are similar in that they all involve
 - a. Starting with a small request and subsequently raising the costs.
 - b. Normative influence
 - c. Two steps
 - d. The norm of reciprocity
9. 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
10. Which of these is a technique based on commitment?
 - a. Ingratiation
 - b. Door-in-the-foot
 - c. Playing hard to get
 - d. Lowball
11. The intentional infliction of harm on others is called
 - a. Aggression
 - b. Assertiveness
 - c. Injury
 - d. Frustration
12. Frustration- Aggression hypothesis holds the view
 - a. Frustration always leads to aggression
 - b. Frustration produces aggression only in presence of aggression cues
 - c. Frustration never leads to aggression
 - d. Frustration leads to aggression in some cases
13. Individuals who assume that any provocative actions by others are intentional and then retaliate are showing:
 - a. Retaliation bias
 - b. Aggression acting tendencies
 - c. Provocative bias
 - d. Hostile attribution bias
14. Ankita after being scolded by her boss returns home and kicks her dog. She is showing:
 - a. Violence
 - b. Displaced Aggression
 - c. Emotional Disturbance
 - d. Cognitive Aggression
15. Whenever Arun gets angry, he goes home and works out on a punching bag to reduce his potential aggression. The little supported_____ is behind this activity:
 - a. Catharsis hypothesis
 - b. Frustration- aggression hypothesis
 - c. Excitation transfer
 - d. None of the above
16. Research on proximity and attraction generally supports the view that:
 - a. Familiarity breeds contempt
 - b. Familiarity leads to liking
 - c. Proximity leads to affection and animosity with equal frequency
 - d. Distance makes the heart grow fonder
17. The evolutionary view of physical attractiveness is supported by research showing that men in many cultures worldwide prefer female characteristics that signify:
 - a. High energy
 - b. Sociability
 - c. Reproductive potential
 - d. Maturity and dominance

18. A person who is very low in self-worth is less likely to be affected by the:
- a. Halo effect
 - b. Mere exposure effect
 - c. Need complementarity effect
 - d. Reciprocity of liking effect
19. A stranger rides the same bus you go to school every day. According to the mere exposure effect, as the days pass, you will come to view the stranger:
- a. Merely as another student
 - b. More unfavourably
 - c. More critically
 - d. More favourably
20. Which of the following proverbs finds greatest support in the research of social attraction?
- a. Familiarity breeds contempt
 - b. Absence makes the heart grow fonder
 - c. You can't tell a book by its cover
 - d. Birds of a feather flock together
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(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

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

1. Is social psychology a science? Trace the historical background of the development of social psychology. 3+7=10
 2. Discuss the importance of role theory in explaining social behavior. What is archival research? Discuss its strength. 4+2+4=10
 3. Define social influence. Discuss the different forms of social influence. 4+6=10
 4. Discuss different techniques of compliance. Outline strategies to reduce destructive influence in obedience. 4+6=10
 5. What is Interpersonal attraction? Explain the Internal Determinants of attraction. 3+7=10
 6. What is Proximity? Discuss the Interactive Determinants of interpersonal attraction. 3+7=10
 7. Define Aggression. Discuss the various causes of Aggressive behavior. 3+7=10
 8. Explain catharsis hypothesis. Explain the GAM model of Aggression. 5+5=10
- OR
- What is Type- B behavior pattern? Explain Excitation Transfer theory.

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