

Reg. No. :

Name :

Fourth Semester B.Sc. (Psychology) Degree Examination, July 2019

First Degree Programme under CBCSS

Core Course IV

PG 1441 SOCIAL BEHAVIOUR

(2014 Admn – 2016 Admn)

Time : 3 Hours

Max. Marks : 80

Answer **all** questions. Each carries one mark.

A. Choose the correct answer.

1. A commitment to accepting findings as accurate only to the extent they have been verified over and over again.

(a) Open-mindedness

(b) Skepticism

(c) Objectivity

(d) Accuracy

2. The ease with which specific attitudes can be remembered and brought into consciousness
 - (a) Planned behavior
 - (b) Self monitoring
 - (c) Attitude accessibility
 - (d) Persuasion
3. Lasting evaluations of the various aspects of the social world
 - (a) Attitude
 - (b) Prejudice
 - (c) Social perception
 - (d) Stereotype
4. Beliefs that all members of specific groups share certain traits or characteristics
 - (a) Stereotype
 - (b) Prejudice
 - (c) Discrimination
 - (d) Social categorization
5. Negative stereotyping and discrimination directed toward people who are single
 - (a) Singlism
 - (b) Glass ceiling
 - (c) Tokenism
 - (d) Glass cliff effect

B. Fill in the blanks.

6. _____ is the manner in which we interpret analyze remember and use information about the social world
7. Prejudice based on gender is _____
8. Our current feelings and moods is known as _____
9. People make overly optimistic predictions about how long it will take them to complete a given task, an effect known _____
10. _____ is the process through which we form impressions of others

(10 × 1 = 10 Marks)

C. Answer **any eight** questions. Each carries 2 marks.

11. Informed consent
12. Automatic vigilance
13. Validity
14. Magical thinking
15. Classical conditioning
16. Heuristics
17. Body language.
18. Priming
19. False Consensus effect
20. Social cognition
21. Linguistic style
22. Survey Method.

(8 × 2 = 16 Marks)

D. Answer **any six**. Each carries 4 marks.

23. Elaborate different methods of social psychology
24. Explain the different kinds of heuristics in social cognition..
25. Explain different types of non verbal communication
26. Attribution errors
27. Techniques to counter effects of prejudice
28. Social perception.
29. Components of attitude
30. Impression management
31. Describe discrimination

(6 × 4 = 24 Marks)

E. Answer **any two**. Each carries 15 marks.

32. What is attribution? Explain different theories of attribution.
33. Define attitude. Explain different attitude measurements
34. What is social cognition? Describe potential sources of error in social cognition.
35. Define Social psychology. Elaborate different methods of social psychology.

(2 × 15 = 30 Marks)