

B. Sc. DEGREE EXAMINATION, NOVEMBER 2018
PSYCHOLOGY
FIRST SEMESTER

COURSE : ALLIED – CORE
PAPER : SOCIAL PSYCHOLOGY - I
TIME : 3 HOURS **MAX.MARKS:100**

SECTION – A

I. ANSWER ALL QUESTIONS. EACH ANSWER NOT TO EXCEED 50 WORDS.
(10X2=20)

1. Define social psychology.
2. Define self-concept.
3. Define self-esteem.
4. Define impression management.
5. Define attitude.
6. Define persuasion.
7. Define conformity.
8. Define social pressure.
9. Define attraction.
10. Define altruism.

SECTION – B

II. ANSWER ANY FIVE QUESTIONS. EACH ANSWER NOT TO EXCEED 250 WORDS.
(5X8=40)

11. Explain briefly the scope of social psychology.
12. Write in detail the attribution errors.
13. Describe the formation of attitudes.
14. Enumerate the factors influencing conformity.
15. How is helping behaviour increased?
16. Explain interpersonal attraction.
17. What are the research methods used in social psychology?
18. How is impression formed and managed?

SECTION – C

III. ANSWER ANY TWO QUESTIONS. EACH ANSWER NOT TO EXCEED 1200 WORDS.
(2X20=40)

19. Explain in detail the theoretical perspective of attribution.
20. Elucidate on the theories of attitude change.
21. Explain the classics studies done on conformity.
22. Describe the nature of social psychology with examples.
