DECEMBER 2023 **U/ID 22505/UCG6A**

Time : Three hours Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 30 words each.

1. What is survey method?
2. What is multicultural perspective?
3. Define self-concept.
4. Briefly write about Self-presentation.
5. What do you mean by attitude?
6. What is meant by social learning?
7. Brief autokinetic phenomenon.
8. What do you know about cohesiveness?
9. Define altruism.
10. What is proximity?
11. What is Prosocial behaviour?
12. Write a short note on social norms.

PART B — ($5 \times 5 = 25$ marks)

Answer any FIVE questions in 200 words each.

13. Explain the scope of social psychology.

14. Write a short essay on self-esteem.

15. How do attitudes guide behavior? Discuss.

16. Describe Sherif's research on autokinetic phenomenon.

17. Summarize the underlying principles of compliance.

18. How can we increase helping? Explain.

19. What are the determinants of interpersonal attraction? Narrate.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions in 500 words each.

20. Discuss the approaches to impression formation and impression management.

21. Give a detailed account on theories of attribution.

22. What are the elements of persuasion? Discuss.

23. Elaborate the factors that influence helping.

24. Examine the factors that predict conformity.

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