MAY 2022 **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. Mention the various research methods in Social Psychology.

2. What does Social Psychology study about?

3. Define self-esteem.

4. Mention the factors of Kelly's Attribution Theory.

5. What are Self-schemas?

6. Define Attitude.

7. Give the meaning of Persuasion.

8. What does conformity mean?

9. What was the finding of Asch's study on obedience?

10. What is Infatuation?

11. Define interpersonal attraction.

12. Mention some of the internal factors affecting prosocial behaviour.

PART B — ($5 \times 5 = 25$ marks)

Answer any FIVE questions in 200 words each.

13. Explain the nature of Social Psychology.

14. Explain about impression formation.

15. Write notes on the fine art of persuasion.

16. Discuss about attribution errors.

17. Describe the factors influencing conformity.

18. Narrate the theories of attitude change.

19. What are the factors causing interpersonal attraction?

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions in 500 words each.

20. How is social psychology research carried out?

21. Narrate the concepts and development of self-concept, self-esteem and self-presentation.

22. Explain the nature and formation of Attitudes.

23. Elucidate upon the classic studies of Sheriff and Milgram.

24. Elaborate upon the need for affiliation and the factors influencing the decision to help.

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