MAY 2023 **U/ID 22505/UCG6A**

Time : Three hours Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions each in 30 words each

1. Enlist important research methods in social psychology.
2. Social psychology – Define.
3. Explain attribution.
4. What do you mean by consensus?
5. What is classical conditioning?
6. Persuasion – Brief.
7. What is obedience?
8. Define compliance.
9. Explain the need for affiliation.
10. Brief – proximity.
11. Explain Altruism.
12. What is interpersonal attraction?

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions each in 200 words

13. 'Social psychology seeks to understand the causes of social behaviour' – Explain.

14. Give an account on development of self-esteem.

15. Write a short essay on theory of cognitive dissonance.

16. Summarize Milgram's research on obedience.

17. Give a brief account on Attribution errors.

18. 'When will we help?' Discuss.

19. Write about impression formation in detail.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions each in 500 words each

20. Give a comprehensive account on the research methods of social psychology.

21. Write an essay on the theories of Attribution.

22. Suggest methods to resist persuasive attempts.

23. Elaborate the factors that affect conformity.

24. How is helping behaviour increased? Discuss.

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