MAY 2024 **U/ID 22505/UCG6A**

Time : Three hours Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions each in 30 words.

1. Define social psychology.

2. What is a theory?

3. What are the types of social psychological research?

4. Define self- schema.

5. What does self – presentation refer to?

6. Mention the two types of attribution.

7. What is an attitude?

8. Define persuasion.

9. What does obedience mean?

10. What does the psychological reactance theory state?

11. Define attraction.

12. What is the meaning of altruism?

PART B — ($5 \times 5 = 25$ marks)

Answer any FIVE questions each in 200 words.

13. Discuss the nature and scope of social psychology.

14. What the effect of self – esteem?

15. Describe the theories of attribution.

16. How are attitudes formed?

17. Write notes on Sheriff's classic study.

18. Explain the impact of the effect of observable characteristics.

19. What are self- presentation tactics?

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions each in 500 words.

20. What are the research methods used in social psychology.

21. Explain the factors associated with impression formation and management.

22. Explain the meaning and the ways of resisting persuasion.

23. What are the factors influencing and causing conformity.

24. Give a detailed account on the internal and external influences on the decision to help.

———————