MAY 2025 **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. Define Social Psychology.

2. Explain the scope of Social Psychology.

3. What are the research methods used in Social Psychology?

4. What is called reciprocity?

5. Define self-concept.

6. What is attribution?

7. What is impression management?

8. Write a note on informational social influence.

9. What is public compliance?

10. Describe attitude formation.

11. What is cognitive dissonance?

12. Define altruism.

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions in 200 words each.

13. Explain the meaning of Social Psychology and why it is called as scientific in nature.

14. Discuss the factors influencing self-concept.

15. Explain the theories of attribution and attribution errors.

16. Describe the process of impression formation and impression management.

17. Discuss why people resist to conform.

18. Explain the theories of attitude change and persuasion.

19. Describe the factors influencing interpersonal attraction.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Explain in detail the concept of attribution and how they influence human behavior.

21. What are the different factors influencing conformity? Discuss classic studies related to conformity.

22. Discuss the importance of interpersonal attraction, focusing on physical attraction, proximity, and similarity.

23. Describe the nature and formation of attitudes. How do attitudes change?

24. Explain altruism and prosocial behavior. What factors increase helping behavior?

———————