

TB213910V

Reg. No : .....

Name : .....

**B. Sc. DEGREE (C.B.C.S) EXAMINATION, NOVEMBER 2022**

(2021 Admissions Regular, 2020 Admissions Supplementary/Improvement, 2019, 2018 & 2017 Admissions Supplementary)

**SEMESTER III - CORE COURSE ( PSYCHOLOGY )**

**PY3CRT07 - LIVING IN THE SOCIAL WORLD**

**Time : 3 Hours**

**Maximum Marks : 80**

**Part A**

**I. Answer any Ten questions. Each question carries 2 marks**

**(10x2=20)**

1. Define skepticism.
2. What is linguistic style?
3. What are Schemas?
4. What is automatic processing?
5. Define Availability Heuristics.
6. What are the different types of attitudes?
7. Define Persuasion.
8. What is reactance?
9. Give an example each for positive and negative prejudices?
10. Write a short note on the origin of Discrimination.
11. Define Intimacy with example.
12. Name the three components of Love according to Sternberg with equation.

**Part B**

**II. Answer any Six questions. Each question carries 5 marks**

**(6x5=30)**

13. What is field experiment?
14. Discuss experimentation.
15. Explain deception and its effects on social relationship.
16. Discuss the influence of cognition on affect.
17. Explain priming
18. Explain the cognitive process underlying persuasion.
19. How would people resist persuasion attempts.
20. Write a note on Tokenism.
21. What is the difference between intimacy and passion?

**Part C**

**III. Answer any Two questions. Each question carries 15 marks**

**(2x15=30)**

22. Define Attribution. What are the theories of attribution?
23. Explain in detail the potential sources of errors in social cognition.
24. What is Prejudice? Differentiate between Explicit and Implicit prejudice? What are the techniques to reduce Prejudice?
25. Define romantic relationships and different forms of love with suitable examples.