B. Sc. DEGREE (C.B.C.S.S) EXAMINATION, OCTOBER 2018
(2016 Admissions Supplementary/Improvement)
SEMESTER III – CORE COURSE (PSYCHOLOGY)
PSY3C3 – SOCIAL BEHAVIOUR

Time: Three Hours   **Maximum Marks: 80**

PART A

I   Answer all questions. Each question carries 1 mark

1. Define deception.
2. What are superordinate goals?
3. Define dependent variable
4. Self-serving bias.
5. Define Heuristics
6. What is perseverance effect?
7. What is social learning?
8. Define subliminal conditioning
9. Define singlism.
10. Define proximity.

(10x1=10)

PART B

II   Answer any eight questions. Each question carries 2 marks

11. What is self-fulfilling prophecy?
12. Define social psychology.
13. Describe attribution.
14. What is impression management?
15. Define persuasion.
16. Explain theory of reasoned action.
17. What is proportion of similarity?
18. Explain social identity theory
19. What is proximity?
20. Differentiate between stereotype and prejudice.
21. Elaborate implicit association.
22. What is proportion of similarity?

(8x2=16)

PART C

III Answer any six questions. Each question carries 4 marks

23. Write any 3 research methods in psychology.
24. What are the basic sources of error in attribution?
25. Explain Asch's research on impression formation.

26. Explain the influence of cognition on affect.
27. Explain the cognitive process underlying persuasion
28. How observational learning shape attitude?
29. Write about the origin of prejudice.
30. Write about the importance of affiliation for human existence.
31. Briefly discuss discrimination based on gender, religion, and caste in India.

(6x4=24)

PART D

IV Answer any two questions. Each question carries 15 marks

32. Discuss the research methods used in social psychology.
33. What is schema? And explain factors influencing schema
34. Discuss different theories of attribution.
35. Explain how attitudes are formed based on the principles of learning.

(2x15=30)