

B. Sc. DEGREE END SEMESTER EXAMINATION - OCTOBER 2024**SEMESTER 3 : PSYCHOLOGY****COURSE : 19U3CRPSY03 : LIVING IN THE SOCIAL WORLD***(For Regular 2023 Admission and Improvement/Supplementary 2022/2021/2020 Admissions)*

Time : Three Hours

Max. Marks: 75

PART A**Answer All (1 mark each)**

1. An attitude which is not consciously available to us is known as _____.
2. By ----- identification the child tends to incorporate the characteristics of a person who is very loving, affectionate and warm to him.
3. Milgram is specially noted for social psychological experiments in the area of -----
4. The extent to which two individuals share the same attitudes is called _____.
5. Which is the most intimate non-verbal cue?
6. _____ is a technique that uses priming to measure implicit racial attitudes.
7. One approach to reducing prejudice and bias is to encourage individuals to recategorize out-group members and in-group members as both being part of a larger single social entity. This approach is known as the _____ model.
8. The thinking that thoughts have power over matter or events is -----
9. An anti-smoking advertisement intended to induce fear in the recipient is an example of _____.
10. Who proposed naïve psychology attribution theory?

(1 x 10 = 10)**PART B****Answer any 8 (2 marks each)**

11. Explain the various processes through which socialisation takes place.
12. Analyse the reasons that may act as the potential causes of overconfidence bias.
13. What are the basic channels of non-verbal communication?
14. How reliability is different from validity?
15. What is cognitive dissonance?
16. Differentiate between rational and emotional appeal in persuasion.
17. Define self-fulfilling prophecy with an example.
18. What is collective guilt?
19. What is contact hypothesis?
20. Define love.

(2 x 8 = 16)**PART C****Answer any 5 (5 marks each)**

21. Explain the process of socialisation in the light of Psychoanalytic perspective.
22. Explain attribution and Kelley's theory of attribution.
23. Write a short note on tokenism.

24. Write a short note on self-fulfilling prophecy.
25. Discuss impression formation.
26. Write a short note of physical attractiveness.
27. Explain cognitive dissonance with the help of an example.

(5 x 5 = 25)

PART D

Answer any 2 (12 marks each)

28. Explain impression formation and tactics to manage impression.
29. Define Social Psychology and elaborate on its key aspects.
30. "Who is saying what to whom and how it is said is important in persuasion". Analyse this statement in detail.
31. Give a detailed account on gender stereotypes.

(12 x 2 = 24)