

B A, B SC, B COM DEGREE END SEMESTER EXAMINATION – OCTOBER 2025**UGP (HONS.) SEMESTER - 3: DISCIPLINE SPECIFIC COURSE****COURSE: 24UPSYDSC201 - LIVING IN THE SOCIAL WORLD***(For Regular 2024 Admission)*

Time: 1.5 Hours

Max. Marks: 50

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

1. Sam notices his colleague frowning and speaking quietly, and concludes they are upset. This illustrates: (CO2, A)
 - a. Conformity
 - b. Social cognition
 - c. Heuristics
2. A person is faster to recognize the word “butter” after seeing the word “bread.” This effect demonstrates: (CO2, An)
 - a. Availability heuristic
 - b. Representativeness heuristic
 - c. Priming
3. People’s emotional reaction to a target is referred to as the _____ component of attitudes. (CO4, R)
 - a. Affective
 - b. Behavioral
 - c. Cognitive
4. A positive correlation between two variables means: (CO2, A)
 - a. As one variable increases, the other decreases
 - b. No relationship between variables
 - c. As one variable increases, the other also increases
5. After missing a promotion by one point, Mia thinks, “If only I had completed that extra project, I would have gotten it.” This is an example of: (CO2, U)
 - a. Downward counterfactual thinking
 - b. Upward counterfactual thinking
 - c. Magical thinking
6. In social psychology, the minimal group paradigm demonstrates that: (CO1, CO4, U)
 - a. People only favor those with whom they have close friendships.
 - b. Individuals show in-group favoritism even when group membership is arbitrary.
 - c. Group cohesion requires shared goals and long-term interaction.
7. Bandura’s social learning theory suggests that behavior change in relationships occurs mainly through: (CO2, U)
 - a. Direct reinforcement
 - b. Observational learning and modeling
 - c. Punishment

8. Which method allows researchers to infer causal relationships by manipulating one or more variables in a controlled environment? (CO2, R)

- Correlational study
- Laboratory experiment
- Systematic observation

9. A student attributes poor exam performance to lack of effort rather than ability. According to Weiner's Attribution Theory, this reflects: (CO3, A)

- External and uncontrollable cause
- Internal and controllable cause
- Internal and uncontrollable cause

10. A salesperson intentionally highlights their qualifications and past successes during client interactions to create a positive impression. This tactic is known as: (CO4, A)

- Self-promotion
- Exemplification
- Supplication

(1 x 10 = 10)

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

11. Correlational studies can establish cause and effect. True/False? (CO, U)

12. The 1968 study showing teachers' expectations affecting student performance was conducted by _____ and _____. (CO1, CO2- R)

13. The _____ is a psychological tool used to measure automatic, unconscious associations between concepts, such as race, gender, or age, and evaluations. (CO4- R)

14. The three basic processes of social cognition that are influenced by schemas are _____, _____, and _____. (CO2- R)

15. Despite little experience, Anika was sure she'd answer correctly. This illustrates _____. (CO2, U)

16. In Expectancy-Value Theory, motivation to attempt a task depends on both the importance of the outcome and the perceived _____. (CO4, R)

17. A salesperson who uses an aggressive "hard-sell" technique may unintentionally trigger _____, causing customers to resist persuasion. (CO4, U)

18. A psychologist studies the play behaviour of young children by watching groups doing research at school. Which type of research is being used? (CO2, An)

19. According to Kelley, when consensus and distinctiveness are low and consistency is high, we tend to make _____. (CO3, A)

20. The tendency to make judgments about people based on first impressions is called the _____ effect. (CO4, U)

(1 x 10 = 10)

PART C

Read the cases below and answer the questions that follow.

Attempt any FIVE questions (3 marks each)

21. Emily grew up in a household where protecting nature and reducing waste were emphasized in daily life. She learned early on that her choices could have a big impact on the environment. Over the years, this shaped her perspective that reducing plastic use is crucial for a healthier planet. Because of this, she feels positively toward eco-friendly brands and often chooses sustainable products, even if they are more expensive.

a. Draw a flow chart showing the development of attitudes towards eco-friendly brands. (3 marks) (CO1, CO4- C)

22. Ananya's classmates keep urging her to join their dance club. They constantly send her messages, stop her in the hallway, and remind her about upcoming auditions. Instead of feeling encouraged, Ananya feels annoyed and becomes even less interested in joining.

a. Suggest one strategy the dance club could use to persuade Ananya (1 mark) (CO1, CO4- C)
b. Briefly explain why it would work. (2 marks) (CO1, CO4- An)

23. Emma was deciding whether to join her school's hiking club for a weekend trek. She hesitated because she'd recently seen a news story about a hiker getting lost in the mountains. Even though the hike was a simple, well-marked trail, Emma felt uneasy and decided not to go.

a. Identify the mental shortcut Emma is using. (1 mark) (CO1, CO2, A)
b. Explain its impact on her decision-making. (2 marks) (CO1, CO2- An)

24. Ethan was scrolling through his social media feed and saw several ads for running shoes. Later that day, when his friend asked what kind of weekend activity he wanted to do, Ethan immediately suggested going for a jog.

a. Identify the cues in this case that led Ethan to his decision. (1 mark) (CO1, CO2, An)
b. Explain the link between the exposure and his choice. (2 marks) (CO1, CO2- An)

25. In a large corporation, a new software system is introduced. During training sessions, employees observe senior staff demonstrating the use of the software, including troubleshooting common issues and efficient shortcuts. Over time, most trainees begin to adopt these efficient practices and also develop their own variations.

a. Identify the social psychological theory illustrated in this scenario. (1 mark) (CO1, A)
b. Explain its key principles relevant to this learning process. (2 marks) (CO1, An)

26. During a crucial negotiation, Sarah, the lead negotiator, maintains steady eye contact, leans slightly forward, and speaks in a calm, even tone. However, her hands are tightly clasped, and she occasionally taps her foot under the table.

a. List out the channels of non-verbal communication in use here. (1 mark) (A, CO3)
b. What messages are conveyed by her eye contact, posture, and tone? (2 marks) (E, CO3)

27. A researcher wants to study if watching violent movies causes aggression in teenagers.

- Suggest an experimental design to test this causation. (2 marks) (CO1, C)
- Explain one challenge the researcher might face in this study. (1 mark) (CO1, E)

(3 x 5 = 15)

PART D

Read the case given and answer the questions that follow.

Attempt any THREE questions (5 marks each)

28. Explain Cognitive Dissonance Theory. Discuss the psychological mechanisms individuals use to reduce dissonance and evaluate how this theory helps us understand attitude change. (CO4- E)

29. Do you think first impressions tend to become lasting impressions? Give reasons for your answer. (An, CO3)

30. Design a research method to study if watching positive videos about kindness increases helpful behaviour. (CO1, CO2, C)

31. Identify non verbal communication cues that you use on a daily basis. How does it help in your communication with others? (A, CO3)

32. A student walks to class while thinking about an upcoming assignment and later spends an hour carefully proofreading an essay. Analyze how different types of mental processing are operating in these two situations and how they affect attention and behavior. (CO2- An)

(5 x 3 = 15)