

SECOND YEAR B.A. DEGREE EXAMINATION, MARCH/APRIL 2005

Part III – Group V – Psychology

Paper II – SOCIAL PSYCHOLOGY

Time : Three Hours

Maximum : 100 Marks

Section A

Answer any two of the following.

1. Describe the historical background and the development of social psychology.
2. What is meant by propaganda ? Explain the techniques of propaganda.
3. State and describe the different types of group and their functions.
4. Illustrate the application of social psychology in business and industry.

(2 × 20 = 40 marks)

Section B

5. Answer any six of the following :-

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|---------------------------|----------------------------------|
| (a) Socialization. | (b) Group dynamics. |
| (c) Sociometry. | (d) Emergence of leaders. |
| (e) Kinds of audience. | (f) Interpersonal perception. |
| (g) Environmental stress. | (h) Types of social stimulation. |

(6 × 5 = 30 marks)

Section C

6. Answer any five of the following :-

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|------------------------|-----------------------------|
| (a) Heuristics. | (b) Schemas. |
| (c) Stereotype. | (d) Anchorage. |
| (e) Role taking. | (f) Halo effect. |
| (g) Social projection. | (h) In group Vs. Out group. |

(5 × 2 = 10 marks)

Section D

Answer all questions.

7. Match the following :-

A**B**

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|------------------------------|-----------------------|
| (a) Correspondent inference. | (i) C.H. Cooley. |
| (b) Primacy effect. | (ii) Helson. |
| (c) Adaptation level theory. | (iii) Trade. |
| (d) Looking Glass self. | (iv) Jones and Davis. |
| (e) Law of imitation. | (v) Luchin. |

(5 × 1 = 5 marks)

8. Write whether *True* or *False* :-

- (a) The authoritarian leader is characterized by dominance and aggressiveness.
- (b) Polarization provides an "index of competition" of the crowd.
- (c) The approach to social cognition in which the way people view the world depends on their goals, motivations, and needs are termed as motivated tactician model.
- (d) The greater the ingroup feeling the greater the group conflict.
- (e) Scale discrimination techniques was developed by Osgood.

(5 × 1 = 5 marks)

9. Choose the correct answers :-

- (a) The tendency to over attribute others behaviour to dispositional causes and the corresponding failure to recognize the importance of situational causes is — attribution error.
 - (i) Positive.
 - (ii) Basic.
 - (b) Negative.
 - (d) Fundamental.
- (b) The tendency to see the world in positive terms is :
 - (i) Halo effect.
 - (ii) Pollyanna effect.
 - (iii) Order effect.
 - (iv) Non of them.
- (c) The so-called cartoon experiment illustrates Bem's theory of:
 - (i) Social perception.
 - (ii) Self perception.
 - (iii) Social conflict.
 - (iv) Group conflict.
- (d) _____ is a set of beliefs and expectations about members of a group that are held simply because of their membership in the group :
 - (i) Schemata.
 - (ii) Stereo type.
 - (iii) Halo effect.
 - (iv) Sexism.

(e) Uncritical acceptance of an idea is :

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|-------------------|----------------------|
| (i) Imitation. | (ii) Projection |
| (iii) Suggestion. | (iv) Identification. |

(f) Likert's method of scale construction is :

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|------------------------|---------------------------------|
| (i) Social Distance. | (ii) Equal appearing intervals. |
| (iii) Summated rating. | (iv) Semantic differential. |

(g) The tendency to attribute our own behaviour mainly to situational causes but the behaviour of others mainly to dispositional causes is :

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|--------------------|-----------------------------|
| (i) Personal bias. | (ii) Augmenting principle. |
| (iii) Stereotype. | (iv) Actor-observer effect. |

(h) Leaders who induce high levels of loyalty, respect, and admiration for themselves among their followers are :

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|----------------------------|---------------------------|
| (i) Authoritarian leaders. | (ii) Artistic leaders. |
| (iii) Democratic leaders. | (iv) Charismatic leaders. |

(i) The tendency of members of highly cohesive groups to seek consensus so strongly that they ignore information inconsistent with their views and often make disastrous decisions is :

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|-------------------|----------------------|
| (i) Group think. | (ii) Social lasting. |
| (iii) Straw poll. | (iv) Group norm. |

(j) Effect upon performance resulting from the presence of others is :

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|---------------------------|-------------------------|
| (i) Social facilitations. | (ii) Social cognition. |
| (iii) Group dynamics. | (iv) Social perception. |

(10 × 1 = 10 marks)