



Reg. No. :

Name :

Fourth Semester B.Sc. Degree Examination, July 2018

FDP Under CBCSS

Core Course – IV

PSYCHOLOGY

PG 1441 – Social Behaviour

(2013 Admission)

Time : 3 Hours

Max. Marks : 80

Answer **all** questions. **Each** carries **one** mark.

A. Choose correct answer.

- 1) In an experiment, the experimenter manipulated variable is called
 - a) effect
 - b) cause
 - c) dependent variable
 - d) independent variable
- 2) Social learning theory is developed by
 - a) A. Bandura
 - b) Hull
 - c) Spearman
 - d) Jenkins
- 3) Summated rating is part of
 - a) Thurstone scale
 - b) Surveying
 - c) Likert scale
 - d) Guttman scale
- 4) Balance theory of attitude is developed by
 - a) Heider
 - b) Zajonic
 - c) Rosenberg
 - d) Osgood
- 5) Frame of reference is related to
 - a) Intelligence
 - b) Social judgement
 - c) Locus of control
 - d) Dissonance

P.T.O.



B. Fill in the blanks.

- 6) Equal appearing intervals is used in _____ scales.
- 7) Congruity theory is developed by _____
- 8) The attitude judgement theory by Sherif and Hoveland is called _____
- 9) Field theory is developed by _____
- 10) Cognitive Dissonance theory is developed by _____ (10×1=10 Marks)

C. Answer **any 8** questions. **Each** carries **2** marks.

- 11) Survey method.
- 12) Attribution.
- 13) Impression Management.
- 14) Stereotyping.
- 15) Balance theory of attitude.
- 16) Multidimensional scaling.
- 17) Cognitive Dissonance.
- 18) Gender identity.
- 19) Altruism.
- 20) Heuristics.
- 21) Labelling.
- 22) Attraction.

(8×2=16 Marks)

D. Answer **any 6** questions. **Each** carries **4** marks.

- 23) Self perception theory.
- 24) Non verbal communication.
- 25) Impression formation.
- 26) Domestic violence.
- 27) Caste prejudice.



28) Cognitive social psychology.

29) Attitude measurement.

30) Bystander apathy.

31) I-E control scale.

(6×4=24 Marks)

E. Answer **any 2** of the following. **Each** carries **15** marks.

32) Discuss the development of social psychology as an interdisciplinary area with special reference to social issues in India.

33) What is attribution research ? Discuss major theories of attribution in current focus.

34) Discuss ABC model of attitude and major studies on attitude research.

35) Discuss social application of major studies on cognitive dissonance.

(2×15=30 Marks)

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