



## BRAINWARE UNIVERSITY

Term End Examination 2023-2024  
Programme – B.Sc.(PSY)-Hons-2022  
Course Name – Social Psychology  
Course Code - PSYC402  
( Semester IV )

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

### Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Indicate the primary focus of social psychology:
- a) Individual differences
  - b) Group processes
  - c) Cognitive neuroscience
  - d) Clinical processes
- (ii) Select the best description of social psychology:
- a) The study of individual personality traits
  - b) The examination of societal structures
  - c) Investigating how people think, feel, and behave in social situations
  - d) Analyzing genetic influences on behavior
- (iii) Identify a key aspect of social psychology:
- a) Treating mental disorders
  - b) Analyzing economic trends
  - c) Understanding social influence
  - d) Exploring geological formations
- (iv) Indicate why is experimentation a common method in social psychology research?
- a) To confirm preconceived notions
  - b) To establish cause-and-effect relationships
  - c) To gather qualitative data
  - d) To rely on participants self-reports
- (v) Indicate the primary component of attitude:
- a) Beliefs
  - b) Emotions
  - c) Actions
  - d) Perceptions
- (vi) Indicate psychological principle is often employed to bring about attitude change through presenting strong arguments and evidence.
- a) Social facilitation
  - b) Cognitive dissonance
  - c) Operant conditioning
  - d) Cognitive restructuring
- (vii) Identify the psychological phenomenon occurs when individuals change their attitudes or behaviors to fit in with a group.
- a) Conformity
  - b) Social loafing
  - c) Group polarization
  - d) Deindividuation
- (viii) Identify the cognitive process by which individuals categorize people into groups based on shared characteristics.

- a) Discrimination  
c) Stereotyping
- b) Prejudice  
d) Socialization
- (ix) Identify the degree to which group members interact and communicate with each other.
- a) Group cohesion  
c) Group cohesiveness
- b) Social facilitation  
d) Group density
- (x) Identify a characteristic of conformity.
- a) It always involves a direct request from another individual  
c) It is synonymous with rebellion against societal norms
- b) It may involve changing behavior in response to real or imagined group pressure  
d) It is unaffected by the presence of others in a social context
- (xi) Interpret the influence of descriptive social norms on behavior
- a) Descriptive social norms have no impact on individual behavior  
c) Descriptive social norms only influence behavior in specific cultural contexts
- b) Descriptive social norms guide behavior based on what is perceived as typical or common  
d) Descriptive social norms encourage individuals to act in ways that defy societal expectations
- (xii) Select the best description of gender stereotypes
- a) Fluid and unpredictable behaviors unrelated to gender identity  
c) Dynamic and evolving perceptions of gender roles
- b) Flexible and adaptive characteristics influenced by societal norms  
d) Fluid and unpredictable behaviors unrelated to gender identity
- (xiii) Illustrate what is self-regulation?
- a) The ability to control others behaviors  
c) The ability to conform to societal norms without question
- b) The process of monitoring and managing one's thoughts, feelings, and behaviors  
d) The act of relying solely on external feedback for behavior modification
- (xiv) Illustrate what role does social comparison play in social identity theory?
- a) It encourages individuals to distance themselves  
c) It serves as a mechanism for individuals to evaluate their own abilities and opinions by comparing them with those of others.
- b) It leads to the reinforcement of stereotypes  
d) It has no impact on the formation of social identities.
- (xv) Interpret which of the following factors can influence changes in self-esteem?
- a) Genetic predisposition  
c) Social experiences
- b) Cultural background  
d) All of the above

### Group-B

(Short Answer Type Questions)

3 x 5=15

2. Identify some key mechanisms of social influence in changing others' behavior. (3)
3. Describe social facilitation. (3)
4. Compare the difference in prosocial behavior between women and men. (3)
5. Illustrate scientific nature of social psychology. (3)
6. Illustrate the overview of the Bobo Doll Experiment (3)

OR

Analyze stereotyping

(3)

### Group-C

(Long Answer Type Questions)

5 x 6=30

7. Express the factors contributing to the establishment and maintenance of social norms within a community (5)
8. Cite the key factors that influence conformity, shaping how individuals adjust their behavior to align with societal norms (5)
9. Explain the primary motives behind people's inclination towards prosocial behavior, and how do these motives influence their decision to help others? (5)
10. Explain the Iowa Leadership Studies (5)
11. Compare direct and indirect types of discrimination (5)
12. Evaluate the principle of Cognitive Dissonance Theory (5)

**OR**

Analyze the Yale Approach in understanding persuasion. (5)

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