

C 62052

(Pages : 3)

Name.....

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Reg. No.....

FOURTH SEMESTER B.Sc. DEGREE EXAMINATION, MAY 2014

(U.G—CCSS)

Core Course—Psychology

PS 4B 01—SOCIAL BEHAVIOUR

Time : Three Hours

Maximum : 30 Weightage

I. Objective Type Questions :

A. Multiple choice :

- 1 A field that contents many forms of behaviour can be understood within the context of efforts by organisms to pass their genes on to the next generation is known as :
 - (a) Meta-analysis.
 - (b) Sociobiology.
 - (c) Interaction.
 - (d) Debriefing.
- 2 The attribution theory of 'correspondent inference' was introduced by :
 - (a) Kelly.
 - (b) Jones and Davis.
 - (c) Heider.
 - (d) Bandura.
- 3 Gestures with specific meanings within specific cultures are called :
 - (a) Emblems.
 - (b) Body language.
 - (c) Gait.
 - (d) Staring.
- 4 The process through which one or more persons attempt to alter the attitudes of one or more persons is known as :
 - (a) Persuasion.
 - (b) Social leading.
 - (c) Modeling.
 - (d) Reactance.

B. Fill in the blanks :

- 5 _____ is an organized collection of beliefs and feelings about some aspect of the world.
- 6 The tendency for information related to the self to be most readily processed and remembered is known as _____.
- 7 _____ is the self evaluations each individual makes.
- 8 Beliefs to the effect that all members of specific social groups share certain traits or characteristics is known as _____.

Turn over

C Answer in a single word :

- 9 From which word 'prejudice' is derived ?
- 10 What is the blue print that determines the physical development of an organism ?
- 11 Sex role inventory was developed by _____.
- 12 Who proposed the theory of causal attribution ?

(12 × ¼ = 3 weights)

II. Short Answer Type Questions (Answer all *nine* questions):

- 13 What is actor-observer-effect ?
- 14 What do you mean by staring ?
- 15 What is automatic vigilance ?
- 16 Define cognitive dissonance.
- 17 Define selected avoidance.
- 18 What is gender identity ?
- 19 What is contact hypothesis ?
- 20 Describe sexual Harassment.
- 21 What is self-presentation ?

(9 × 1 = 9 weights)

III. Short Essay or Paragraph Questions. Answer any *five* questions from seven :

- 22 Discuss the merits, demerits and types of observation method.
- 23 What are the different forms of non-verbal communication ?
- 24 Discuss Kelly's theory of causal attribution.
- 25 Explain the fundamental attribution error ?
- 26 What are the different forms and tactics of impression management ?
- 27 How do cognition influence affect ?
- 28 Discuss persuasion and resistance to persuasion.

(5 × 2 = 10 weights)

IV. Essay Questions. (Answer two questions from three) :

- 29 Define attitude. Describe attitude formation.
- 30 Define prejudice. What are the factors responsible for the development of prejudice ?
- 31 Discuss the problems of gender discrimination in India.

(2 × 4 = 8 weightage)