

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai — 600 044.

B.Sc. (Psy) END SEMESTER EXAMINATIONS NOVEMBER - 2023
SEMESTER - VI

20UPCCT6012 - Social Psychology-II

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. List and briefly explain the elements of persuasion.
2. What is social loafing, and how does it manifest in everyday life?
3. What are the symptoms of group think, and how can it be prevented in group decision-making?
4. Illustrate the foundations of social self and its role in close relationships.
5. Explain the concept of media violence and its potential impact on aggressive behavior.
6. Explain the effects of proximity, familiarity, and physical beauty on external sources of attraction.
7. Examine the ways in which prejudice manifest in everyday life, and what are the techniques for countering its effects.
8. Summarizes the different cognitive mechanisms involved in stereotype formation and prejudice.

Section C

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Assess the ethical implications of persuasion techniques used by cults and other persuasive entities.
10. Examine the role of leadership in moderating group dynamics and its potential for positive or negative effects on group performance.
11. Investigate the social sources of prejudice, and how do they contribute to the formation of biased attitudes.
12. Discuss the impact of aggression on society and the various methods used to reduce it.
13. Formulate a plan to support individuals going through the detachment process in the aftermath of a divorce, addressing their emotional and social needs.
