

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.Psychology - END SEMESTER EXAMINATIONS - NOV'2024

SEMESTER - V

**20UPCCT5008 - Social Psychology - I**

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

### **Section B**

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

1. Outline the brief history of social psychology.
2. Validate the importance of self -presentation.
3. Analyse the importance of social beliefs.
4. 'Behavior is influenced by attitudes in individuals' - Justify
5. Enumerate the factors which predict conformity.
6. Highlight the reasons for helping behavior.
7. Illustrate By- stander effect with a suitable example.
8. Elaborate the relationship between common sense and social psychology.

### **Section C**

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

9. Assess the various research methods in social psychology.
10. Examine the importance of self- esteem in social comparison.
11. Critically evaluate Cognitive Dissonance theory of attitude.
12. Analyse Solomon Asch's experiment on conformity.
13. Critically evaluate the characteristics of people who help and discuss how to increase helping behavior in people.

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