

Reg. No.:



Name:

University of Kerala

U9002

Second Semester FYUGP Degree Examination, April 2025

Discipline Specific Core Course

PSYCHOLOGY

UK2DSCPSY110 - INTRODUCTION TO SOCIAL PSYCHOLOGY

Academic Level: 100-199

Time: 1 Hour 30 Minutes(90 Mins.)

Max. Marks: 42

Part A. 6 Marks.Time:6 Minutes.(Cognitive Level:Remember(RE)/Understand(UN)) Objective Type. 1 Mark
Each.Answer all questions

Qn No.	Question	CL	CO
1	A method of research in which a scientist systematically observes two or more variables to determine whether changes in one are accompanied by changes in the other Options : A)Systematic observation B)Correlational method C)Experimental method D)Survey method	UN	1
2	The process through which we seek to know and understand other persons is known as ____ Options : A)Social Cognition B)Attribution C)Group think D)Social Perception	RE	2
3	Identify the type of love, according to Sternberg's model, that is characterized by intimacy and commitment, but lacks passion. Options : A)Romantic love B)Companionate love C)Fatuous love D)Consummate love	UN	2
4	A form of social influence involving direct requests from one person to another Options : A)Compliance B)Destructive Obedience C)Conformity D)Constructive obedience	UN	4
5	The correlational method is primarily used to Options : A)Establish cause and effect relationship B)Observe and describe behaviour	UN	1

Qn No.	Question	CL	CO
	C)Measure the relationship between two variables D)Conduct experiment		
6	Thinking about “What might have been” is known as Options : A)Negativity bias B)Optimistic bias C)Magical thinking D)Counterfactual thinking	UN	3

Part B.8 Marks.Time:24 Minutes.(Cognitive Level:Understand(UN)/Apply(AP))Short Answer. 2 marks each.Answer all questions

Qn No.	Question	CL	CO
7	Explain how schema perseverance can lead to biased thinking in social interactions.	UN	3
8	Describe the role of touch in social interactions.	UN	2
9	Imagine that you are a door-to-door salesman/saleswoman. How can you utilise Foot-in-the-door technique to sell a Shampoo?	AP	4
10	Use the affiliation need theory to predict how a person might seek out new friendships after moving to a new city.	AP	2

Part C. 28 Marks.Time:60 Minutes (Cognitive Level:Apply(AP)/Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer.7 marks each.Answer all 4 Questions choosing among options * within each question

Qn No.	Question	CL	CO
11	A) Use Kelley’s Theory of Causal Attributions to explain why a student might perform well on a test. OR B) Use the perseverance effect to explain why people continue to believe false information despite evidence.	AP	2, 3
12	A) Examine how the contributions of early psychologists have shaped the development of social psychology as a scientific discipline. OR B) Compare the actor-observer effect with the fundamental attribution error. How does the way we explain our own behavior differ from how we explain others' behavior?	AN	1, 2
13	A)	EV	1, 4

Qn No.	Question	CL	CO
	Judge whether social psychology should be considered a science, given its focus on subjective human behaviour. OR B) Among various social influence techniques, which one is the most effective for a sales person? Justify your answer.		
14	A) Propose an educational intervention that teaches adolescents to resist negative peer pressure more effectively. OR B) Design an activity to help UG students explore how non-verbal cues enhance their understanding of others' emotional states.	CR	5, 2