| **University of Kerala** | | |
| --- | --- | --- |
| Discipline: Psychology |  | Time: 1 Hour 30 Minutes (90 Mins.) |
| Course Code: UK1DSCPSY106 |  | Total Marks: 42 |
| Course Title: SOCIAL PSYCHOLOGY |  |  |
| Type of Course: DSC |  |  |
| Semester: 1 |  |  |
| Academic Level: 100-199 |  |  |
| Total Credit: 4, Theory: 3 Credit |  |  |

**Part A.**

**6 Marks. Time: 6 Minutes Objective Type. 1 Mark Each. Answer All Questions**

**(Cognitive Level: Remember/Understand)**

| **Qn.**  **No.** | **Question** | **Cognitive**  **Level** | **Course**  **Outcome (CO)** |
| --- | --- | --- | --- |
| 1. | Which theory of attribution focuses on analysing the consistency, distinctiveness, and consensus of behaviour?  a) Theory of correspondent inference  b) Cognitive dissonance theory  c) Heuristics theory  d) Kelley’s theory of causal attribution | Remember | CO1 |
| 2. | The three components of attitudes?  a) Cognitive, behavioural, and intuitive  b) Cognitive, affective, and behavioural  c) Emotional, physical, and cognitive  d) Affective, social, and behavioural | Remember | CO1 |
| 3. | The primary function of schemas in social cognition?  a) To store past memories  b) To create emotions  c) To organize and interpret information efficiently  d) To predict future events | Understand | CO2 |
| 4. | In leadership, which style is characterized by group members making decisions with minimal leader interference?  a) Autocratic leadership  b) Democratic leadership  c) Transformational leadership  d) Laissez-faire leadership | Understand | CO2 |
| 5. | Which of the following is NOT a factor that typically increases conformity in a group?  a) High levels of individual self-esteem  b) Cultural influence  c) Low self-esteem  d) Group Size | Understand | CO2 |
| 6. | Which factor primarily influences the formation of first impressions in social interactions?  a) The person’s social status  b) Non-verbal cues such as body language and facial expressions  c) The person’s age  d) Past interactions with the individual | Understand | CO2 |

**Part B.**

**8 Marks. Time: 24 Minutes**

**Short Answer. 2 Marks Each.**

**Answer All Questions (Cognitive Level: Understand/Apply)**

| **Qn.**  **No.** | **Question** | **Cognitive**  **Level** | **Course**  **Outcome (CO)** |
| --- | --- | --- | --- |
| 7. | Define socialization and explain its significance in social psychology. | Understand | CO2 |
| 8. | Differentiate between compliance and obedience in social influence. | Understand | CO2 |
| 9. | Explain the bystander effect and give an example. | Apply | CO5 |
| 10. | How can impression management techniques be used in a job interview setting? | Apply | CO5 |

**Part C.**

**28 Marks. Time: 60 Minutes**

**Long Answer. 7 marks each.**

**Answer all 4 Questions, choosing among options within each question.**

**(Cognitive Level: Apply/Analyse/Evaluate/Create)**

| **Qn.**  **No.** | **Question** | **Cognitive**  **Level** | **Course**  **Outcome (CO)** |
| --- | --- | --- | --- |
| 11 | 1. How can Kelley’s theory of causal attribution be applied to understand employee performance in the workplace? Use specific examples to illustrate your answer.   OR   1. Apply the theory of social influence to explain how group conformity can affect decision-making in corporate environments. Use real-life examples to support the explanation. | Apply  Apply | CO5  CO5 |
| 12 | 1. Apply the triangular theory of love to analyse different types of romantic relationships.   OR   1. Analyse the relationship between leadership styles and group performance. How does each style impact decision-making and group dynamics? | Analyse  Analyse | CO3  CO3 |
| 13 | 1. Evaluate the impact of social media on relationship development and interpersonal attraction.   OR   1. Evaluate the effectiveness of the experimental method in social psychology compared to the observational and correlational methods. | Evaluate  Evaluate | CO4  CO4 |
| 14 | 1. How can an organization apply attitude formation theories to improve employee engagement and job satisfaction? Provide examples of strategies and their expected impact.   OR   1. Analyse how different motives for prosocial behaviour influence the type and extent of helping behaviour. Consider both intrinsic and extrinsic motivations in your analysis. | Apply  Apply | CO5  CO5 |

| **Cognitive Level** | **Marks** | **Percentage** |
| --- | --- | --- |
| Remember | 2 | 4.8 |
| Understand | 8 | 19.0 |
| Apply | 11 | 26.2 |
| Analyse | 7 | 16.7 |
| Evaluate | 7 | 16.7 |
| Create | 7 | 16.7 |
| Total | 42 | 100 |

| **Course**  **Outcomes** | **Marks** | **Percentage** |
| --- | --- | --- |
| CO1 | 2 | 4.76 |
| CO2 | 8 | 19.04 |
| CO3 | 14 | 33.33 |
| CO4 | 7 | 16.66 |
| CO5 | 11 | 26.19 |
| CO6 | - | - |
| **TOTAL** | **42** | **100** |