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(FYUGP)

(4th Semester)

PSYCHOLOGY

(MAJOR)

Paper : C-PSY-07

(Social Psychology)

Full Marks : 75

Pass Marks : 40%

Time : 3 hours

***The figures in the margin indicate full marks
for the questions***

- 1. (a) What are the core concerns of social psychology? Discuss in detail the scope of social psychology. 5+10=15**

Or

- (b) Elaborate the importance of systematic observation and correlation as a method employed in social psychological research.**

15

2. (a) What do you understand by attribution? Explain in detail Kelley's theory of attribution. $3+12=15$

Or

- (b) Explain the concept of impression formation. Discuss the process of impression formation with reference to research studies. $5+10=15$

3. (a) Briefly explain the ABC model of attitude. Elucidate the process involved in attitude formation. $5+10=15$

Or

- (b) What is discrimination? Examine how racial and gender discrimination leads to social disadvantages. $3+12=15$

4. (a) What is compliance? Mention the various principles of compliance observed by Robert Cialdini. $3+12=15$

Or

- (b) Differentiate between informational and normative social influence. Write a note on the door-in-the-face, the foot-in-the-door and low-balling technique of compliance. $5+10=15$

5. (a) What is group decision making process? Explain the process of group decision making. How do group think and group polarization influence group decision making? 3+6+6=15

Or

- (b) Examine the significance of power in group dynamics. Describe the various bases of power. 7+8=15

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