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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) Define social psychology. What is the nature of social psychology? Outline the historical development of social psychology. 2+3+10=15

Or

- (b) Discuss the use of survey and experimental methods of research as viable methods within social psychology. 15

(2)

2. (a) Explain the role of schemas in social cognition. Elaborate on the types of schemas and how they influence perception and behaviour. $3+12=15$

Or

- (b) Describe the principles of impression formation. Discuss self—promotion and ingratiation as impression management techniques. $5+10=15$

3. (a) Define and explain the nature of attitudes. What are the functions of attitude? $5+10=15$

Or

- (b) Define prejudice. List the characteristics underlying prejudice. Discuss means to reduce prejudice. $2+5+8=15$

4. (a) What is conformity? Outline the outcome and possible factors that influence an individual's response to group conformity based on Solomon Asch's famous experiment on conformity. $2+13=15$

(3)

Or

- (b) In the Milgram experiments, what were the factors that increased obedience? Write a critique on the cultural attitudes to obedience. 7+8=15

5. (a) Define norms, status and power as indicators and standards of group behaviour. 15

Or

- (b) What is leadership? Comment on the differences between autocratic and transformational leadership. 2+13=15

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