



QP CODE: 18103400

| Reg No | : | |
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| Name | : | |

B.Sc. DEGREE (CBCS) EXAMINATION, NOVEMBER 2018

Third Semester

B.Sc PSYCHOLOGY MODEL I

CORE COURSE - PY3CRT07 - LIVING IN THE SOCIAL WORLD

2017 Admission Onwards
4EFCCBBF

Maximum Marks: 80 Time: 3 Hours

Part A

Answer any ten questions.

Each question carries 2 marks.

Write short notes on:

- 1. Evolutionary psychology
- 2. Priming
- 3. Heuristics
- 4. Mood dependent memory
- 5. Nonverbal communication
- 6. Noncommon effects
- 7. Attitude ambivalence
- 8. Forced Compliance
- 9. Stereotype
- 10. Bogus Pipeline
- 11. Interpersonal Attraction
- 12. Empty love

 $(10 \times 2 = 20)$

Part B

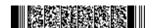
Answer any **six** questions.

Each question carries 5 marks.

- 13. Distinguish between controlled processing and automatic processing?
- 14. Applications of attribution theory in depression
- 15. Classical Conditioning in attitude formation
- 16. Selective avoidance and Counterarguing in resisting persuasion



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- 17. Comment on Hypocrisy
- 18. Recategorization and social influence for prejudice reduction
- 19. Internal determinants of Interpersonal attraction
- 20. External determinants of Interpersonal Attraction
- 21. Interactive determinants of Interpersonal Attraction

 $(6 \times 5 = 30)$

Part C

Answer any two questions.

Each question carries 15 marks.

- 22. Explain the research methods in social psychology?
- 23. Describe the potential sources of error in social cognition?
- 24. Discuss on impression formation and impression management tactics?
- 25. Explain the origins of prejudice?

(2×15=30)

