



QP CODE: 18103400



Reg No : .....

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

(10×2=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





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

(6×5=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)

