



QP CODE: 19102100



19102100

Reg No :

Name :

B.Sc. DEGREE (CBCS) EXAMINATION, OCTOBER 2019

Third Semester

B.Sc PSYCHOLOGY MODEL I

CORE COURSE - PY3CRT07 - LIVING IN THE SOCIAL WORLD

2017 Admission Onwards

959D1748

Maximum Marks: 80

Time: 3 Hours

Part A

*Answer any **ten** questions.*

Each question carries 2 marks.

1. Socialization
2. Social cognition
3. Schema
4. Availability heuristic
5. Noncommon effects
6. Actor-observer effect
7. Subliminal conditioning
8. Forced Compliance
9. Singlism
10. Collective guilt
11. Need for affiliation
12. Unrequited Love





(10×2=20)

Part B

Answer any six questions.

Each question carries 5 marks.

13. Distinguish between negativity bias and optimistic bias?
14. Deception in nonverbal communication
15. Briefly explain persuasion?
16. Briefly explain the techniques to resist persuasion?
17. Hypocrisy
18. Briefly explain the techniques to reduce prejudice?
19. External determinants of Interpersonal Attraction
20. Interactive determinants of Interpersonal Attraction
21. Sternberg's triangular theory of love

(6×5=30)

Part C

Answer any two questions.

Each question carries 15 marks.

22. Explain the research methods in social psychology
23. How is affect and cognition interrelated ?
24. Discuss on impression formation and impression management tactics?
25. Explain the origins of prejudice

(2×15=30)

