# First Semester FYUGP Psychology Examination
## November 2024 (2024 Admission onwards)
## KU1DSCPSY101 (SOCIAL BEHAVIOUR)
### (DATE OF EXAM : 06-12-2024)

Time : 120 min                                                     Maximum Marks : 70

### Part A (Answer any 6 questions. Each carries 3 marks)

1. What is representativeness heuristic? Give an example                3

2. Define Social cognition                                            3

3. Explain how touch can convey different messages depending on context.   3

4. State the basic premise of the facial feedback hypothesis.           3

5. Explain the impact of attribution on the perception of terrorist acts.   3

6. What is the difference between systematic and heuristic processing?    3

7. Explain the concept of the elaboration likelihood model (ELM) and the heuristic-systematic model (HSM). How do these models differ in their approach to persuasion?                                                          3

8. Illustrate with an example the role of personal experience in shaping attitudes.   3

### Part B (Answer any 4 questions. Each carries 6 marks)

9. Create a checklist of signs that can help someone recognize deception in a conversation. Include specific behaviors to look for.                      6

10. Develop a new set of guidelines or strategies for impression management that could be used by public figures to enhance their public image.          6

11. Create a model that demonstrates the process of impression formation in first-time interactions. Include factors that might influence the initial impressions people form of one another                                                6

12. Evaluate the effectiveness of a specific advertising campaign in terms of its persuasive techniques and potential impact on consumer attitudes.           6

13. Appraise the impact of personal experience in shaping strong attitudes, comparing it to attitudes formed indirectly (e.g., through social media).          6

14. Propose an activity that could help students understand the difference between reasoned attitudes and spontaneous reactions. 6

Part C (Answer any 2 question(s). Each carries 14 marks)

15. Define social psychology. Why social psychology considered as scientific in nature? 14

16. How do social psychologists use different research methods to answer their questions about social world? Analyze ethical principles in social psychological research. 14

17. Evaluate the key components of social cognition, and why are they important for understanding human behavior? 14