

**Third Semester FYUGP Degree (Reg) Examination November
2025**

KU3DSCPSY201 - SOCIAL PSYCHOLOGY

2024 Admission onwards

Time : 2 hours

Maximum Marks : 70

Section A

Answer any 6 questions. Each carry 3 marks.

1. State three reasons why the study of social psychology is important.
2. Discuss observational method.
3. What is meant by "attitude formation"?
4. Define "foot-in-the-door" technique.
5. Define obedience.
6. What is empathic concern?
7. What is altruism?
8. What are the ways in which media influences aggression?

Section B

Answer any 4 questions. Each carry 6 marks.

9. Discuss the phenomenon of reactance and its effects on persuasion with example.
10. According to Albert Bandura, what role does modelling play in the acquisition of attitudes?
11. Analyse the experiment and findings of Asch's conformity studies and suggest two factors that might reduce conformity.
12. Explain the bystander effect and the five steps to helping.
13. Examine the influence of video games on aggressive behaviour in children and adolescents?
14. Explain biological theories of aggression?

Section C

Answer any 2 questions. Each carry 14 marks.

15. What are gender stereotypes? Evaluate how 'glass ceiling' and 'glass cliff,' influence in increasing stereotypes within organisational contexts.
16. Analyse social schemas and describe their types. Discuss how they influence perception, memory, and interpretation of social information.
17. Critically evaluate the historical development of social psychology, highlighting key milestones and their impact on the discipline.

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