



UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Sixth Semester – 2019

Paper: Social Psychology (Revised)

Course Code: APSY-367 Part – I (Compulsory)

Time: 15 Min. Marks: 10

Roll No. in Fig.

Roll No. in Words.

Signature of Supdt.:

ATTEMPT THIS PAPER ON THIS QUESTION SHEET ONLY.

Division of marks is given in front of each question.

This Paper will be collected back after expiry of time limit mentioned above.

Q.1. Encircle the correct choice.

(1x10=10)

- 1) _____ is entitled as the father of modern social psychology.
 - a) Kurt Lewin
 - b) E. Ross
 - c) W. McDougall
 - d) J. Moreno
- 2) Emotional reactions that are oriented towards other people and include feeling of compassion and concern is called _____.
 - a) Altruism
 - b) Sympathy
 - c) Facilitation
 - d) Empathy
- 3) Persuasion is _____.
 - a) Efforts to change other's attitude
 - b) Efforts to change other's behavior
 - c) Efforts to change other's beliefs
 - d) Efforts to change other's prejudices
- 4) The process by which a message induces change in beliefs attitude or behavior is called _____.
 - a) Propaganda
 - b) Persecution
 - c) Persuasion
 - d) Advertisement
- 5) Social loafing is a tendency to _____.
 - a) Exert less efforts when people work in group
 - b) To perceive favorably you are in group
 - c) To divide individuals in 'in group' and out group
 - d) Be influenced by persuasion
- 6) The sum of the factors that cause people to want to remain members of a group is called group _____.
 - a) Bonding
 - b) Cohesiveness
 - c) Identity
 - d) Collectivism

P.T.O.

- 7) The belief that others are paying more attention to one's appearance and behavior than they really are is known as:
- a) Spotlight effect
 - b) False uniqueness effect
 - c) Self-serving bias
 - d) False modesty
- 8) When we behave badly or fail in a task, we reassure ourselves by thinking that such lapses are common. This is an example of:
- a) Self-serving attribution
 - b) False consensus effect
 - c) Confirmation bias
 - d) Priming
- 9) The tendency to draw inferences about a person's characteristics from behaviors that could be explained by situation alone is known as:
- a) Base-rate fallacy
 - b) Correspondence bias
 - c) Cognitive error
 - d) Egocentric bias
- 10) A false impression of what most other people are thinking or feeling or how they are responding is known as:
- a) Groupthink
 - b) Group polarization
 - c) False consensus effect
 - d) Pluralistic ignorance



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B.S. 4 Years Program / Sixth Semester – 2019

Roll No.

Paper: Social Psychology (Revised)

Course Code: APSY-367 Part – II

Time: 2 Hrs. 45 Min. Marks: 50

ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Part 2 (Short Questions) (4 marks each)

1. What is Content Analysis?
2. What is the difference between Self Concept and Self Esteem?
3. Briefly describe Leon Festinger's theory of Cognitive Dissonance?
4. Describe factors influencing Altruism?
5. Briefly describe types of group?

Part 3 (Brief Questions) (10 marks each)

1. Define attitudes. Explain in detail how attitudes are measurement.
2. Define leadership. Explain in detail the theories of leadership.
3. Describe in detail the concept of self and its components in social psychology.

