

BSW
FIRST SEMESTER (SPECIAL REPEAT)
INTRODUCTION TO SOCIAL PSYCHOLOGY
BSW-103

(Use separate answer scripts for Objective & Descriptive)

Duration : 3 hrs.

Full Marks : 70

(PART-A: Objective)

Time : 20 min.

Marks : 20

Choose the correct answer from the following:

1X20=20

1. _____ is the process by which a message induces change in belief or behavior.
 - a. Attitude
 - b. Perception
 - c. Persuade
 - d. None of the above
2. A type of social influence where individual change their attitude or behavior or belief to adhere to certain norms
 - a. Conformity
 - b. Compliance
 - c. Obedience
 - d. None of the above
3. An unusually large request is made when the target refuse then slowly the favor asked is reduce to such that the target finally accepts the request is called
 - a. Foot in the door technique
 - b. Door in the face technique
 - c. Low ball technique
 - d. That's not all technique
4. Attitude change in opposite direction to the existing attitude is called
 - a. Cognitive Attitude Change
 - b. Incongruent Attitude Change
 - c. Congruent Attitude Change
 - d. None of the above
5. Unconscious association between objects and evaluate responses are called
 - a. Implicit
 - b. Explicit
 - c. Both
 - d. None of the above
6. The holding of particular attitude leads to reward or the avoidance of punishment may be due to
 - a. Value expression function
 - b. Ego defensive function
 - c. Adjustment function
 - d. Knowledge function
7. Attitudes are learned by
 - a. Association
 - b. Reward
 - c. Punishment
 - d. All the above
8. Who conducted an experiment that showed how cognitive dissonance work?
 - a. Carlsmith and Festinger
 - b. Freud and Erickson
 - c. Festinger and Goldsmith
 - d. None of the above
9. Factors that influence attitude change
 - a. Target Characteristics
 - b. Source characteristics
 - c. Both
 - d. None of the above

10. A type of social influence by which we do something we are asked to do, even when we don't want to do
 - a. Conformity
 - b. Compliance
 - c. Obedience
 - d. None of the above
11. _____ being able to successfully identify a person's behavior based on the current context of the situation.
 - a. Attribution
 - b. Attitude
 - c. Cognitive Dissonance
 - d. None of the above
12. Who described leadership as "the process of influencing and supporting others to work enthusiastically towards achieving objective"?
 - a. John Davis
 - b. Keith Newstran
 - c. Both
 - d. None of the above
13. There are _____ types of leaders.
 - a. 4
 - b. 5
 - c. 6
 - d. 7
14. _____ Research design measures a relationship between two variables without the research controlling either of them.
 - a. Descriptive research
 - b. Correlational Research
 - c. Experimental research
 - d. None of the above
15. Consciously accessible attitudes that are controllable and easy to report are called
 - a. Implicit
 - b. Explicit
 - c. Both
 - d. None of the above
16. Rules indicating how individuals are expected to behave in specific situation are called?
 - a. Social Influence
 - b. Social Norm
 - c. Conformity
 - d. Compliance
17. The process by which sensory information is actively organized and interpreted by brain is called?
 - a. Cognitive process
 - b. Influence
 - c. Attitude
 - d. perception
18. Beliefs about people based on their membership in a particular group is called
 - a. Prejudice
 - b. Cognitive Process
 - c. Attitude
 - d. Stereotype
19. Negative belief or feeling about a particular group of individual is called
 - a. Prejudice
 - b. Cognitive Process
 - c. Attitude
 - d. Stereotype
20. Leadership is
 - a. Establishing a clear vision
 - b. Providing information
 - c. Providing knowledge and methods for fulfilling the vision
 - d. All the above

(PART-B : Descriptive)

Time : 2 hrs. 40 min.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

1. Briefly explain the core principle of social motives. 10
2. What is group? Briefly explain the formation of group with examples from your relevant life. 10
3. What is Attitude? Identify one of your attitudes that you are firm on it. Discuss how you formulated the attitude. 10
4. Define Social Psychology. How is it scientific in Nature? 10
5. Briefly explain Social Influence. 10
6. What are the characteristics and properties of Attitude? What are the functions of attitude? 10
7. What is Research? What are the types of research? What is its use in Social Psychology? 10
8. Human beings are Hedonist people. Explain. 10

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