First Semester FYUGP Degree Supplementary Examination
January 2025
KU1DSCPSY101 - SOCIAL BEHAVIOUR
2024 Admission onwards

Time : 2 hours   Maximum Marks : 70

Section A

Answer any 6 questions. Each carry 3 marks.

1. List recent areas where social psychology has expanded its boundaries.

2. What does open-mindedness mean?

3. Define Status Quo Heuristics

4. Define heuristics.

5. Describe the difference between priming and un-priming

6. Define implicit and explicit attitudes

7. Outline the steps involved in attitudes influencing behaviour through reasoned thought.

8. What is meant by attitude certainty.

Section B

Answer any 4 questions. Each carry 6 marks.

9. Explain representativeness heuristic and provide an example of how it might lead to a judgment error.

10. How does priming influence behavior and attitudes through the activation of schemas?

11. Describe a situation of both automatic processing and controlled processing.

12. How operant conditioning and observational learning shapes attitude formation in children.

13. Are fear appeals always effective in changing attitudes and behaviors?

14. Judge whether social context plays a greater role in influencing attitudes or behaviors, supporting your answer with examples.

Section C

Answer any 2 questions. Each carry 14 marks.

15. Demonstrate how different facial expressions, body language, and touch can communicate various emotions in social interactions. Provide examples to support your explanation.

16. (a) Illustrate how paralanguage and the facial feedback hypothesis can be applied to recognize deception in social interactions. Describe a situation where these cues might reveal underlying intentions. 7

    (b) Demonstrate how fundamental attribution error, the actor–observer effect, and self-serving bias might influence someone's interpretation of a friend's failure versus their own failure. Provide examples to illustrate these attribution errors in everyday situations. 7

17. Define social psychology. Why social psychology considered as scientific in nature?