

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

KU1DSCPSY101 - SOCIAL BEHAVIOUR

2024 Admission onwards

Time : 2 hours

Maximum Marks : 70

Section A

Answer any 6 questions. Each carry 3 marks.

1. Define persuasion
2. What is the difference between positive and negative message framing in persuasion?
3. Define evolutionary psychology and its main focus.
4. Recall the term independent variable
5. List out various methods of data collection in social psychology
6. What is representativeness heuristic? Give an example
7. List out the four types of heuristics
8. How do schemas influence our encoding of social information?

Section B

Answer any 4 questions. Each carry 6 marks.

9. Evaluate role of culture in understanding social behavior.
10. Explain the causes of social behavior with appropriate examples
11. Describe experimental method with an example
12. Assess the impact of the anchoring and adjustment heuristic on behaviour.
13. Critically evaluate the role of schemas on social cognition.
14. Provide an example of how reasoning by metaphor can shape social attitudes and behaviors.

Section C

Answer any 2 questions. Each carry 14 marks.

15. (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.
- (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.
16. Evaluate the effectiveness of using facial expressions, body language, and touch in conveying emotions versus spoken language. Which aspects of nonverbal communication are most impactful, and why?
17. Identify the learning processes through which our attitudes are formed

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