

**MURGAON EDUCATION SOCIETY'S
VASANT JOSHI COLLEGE OF ARTS & COMMERCE, ZUARINAGAR – GOA
B.A. (NEP) SEMESTER III END ASSESSMENT, OCTOBER/NOVEMBER 2024
PSYCHOLOGY MAJOR I
PSY-200: Attitudes and Social Cognition**

Instructions:

- I. Question 1 and 2 have an internal choice.*
- II. Figures to the right indicate maximum marks per question.*

Duration: 2 hours 40 minutes

Max Marks: 60

Q.1. Define any 15 of the following in about 50 words

(15 x 2 = 30 Marks)

- a) Components of Attitudes
- b) Fear-Arousing Communication
- c) Persuasion
- d) Subliminal Advertising
- e) Selective Avoidance in resisting persuasion
- f) Prejudice
- g) Discrimination
- h) Ethnocentrism
- i) Ingroup Bias
- j) Impression formation
- k) Non-Verbal Communication
- l) Tactics of Impression Management
- m) Touch as a type of non-verbal communication
- n) Categorization
- o) Cognitive Dissonance
- p) Permanence of the decision
- q) Eye contact as a non-verbal cue

Q.2 Answer any 15 of the following in about 50 words.

(15 x 2 = 30 Marks)

- a) Differentiate between Explicit and Implicit attitudes.
- b) Describe the impact of Instrumental Conditioning on Attitude Formation.
- c) Explain how Subliminal Conditioning influences Attitude Formation.
- d) Differentiate between the Central Route and Peripheral Routes to persuasion.
- e) Explain the effect of Forewarning on resisting persuasive messages.

- f)** Discuss how Normative Conformity contributes to prejudice.
- g)** Describe the contribution of out-group homogeneity to prejudice.
- h)** Explain Realistic Conflict Theory in relation to prejudice.
- i)** Discuss the benefits of Guilt for prejudice reduction
- j)** Explain how Learning Not to Hate can reduce prejudice
- k)** Differentiate between Central and Peripheral Traits
- l)** Explain how quickly first impressions are formed
- m)** Describe the tactics that people use to create favourable impressions on others.
- n)** Discuss the tactics for “Looking Good” to others
- o)** Describe the three basic ways to change our behaviour
- p)** Write a note on facial expressions as a type of non-verbal communication
- q)** Discuss three basic ways with dissonant cognition.

END
