

**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. All questions are compulsory*
- II. Question A has an internal choice*
- III. Figures to the right indicate maximum marks per question*

**Duration: 2 hours**

**Max Marks: 60**

**Q.1. Define the following in about 50 words** (6 x 2 Marks)

- a) Subliminal Conditioning.
- b) Persuasion.
- c) Ethnocentrism.
- d) Learning not to hate.
- e) Impression Management.
- f) Permanence of the decision.

**Q.2 A) Answer the following in about 150 words.**

- i.) Explain the relationship between emotions and attitude change. (5 Marks)

**OR**

- ii.) Explain the concept of institutionalized discrimination with an example. (5 Marks)

**Q.2 B.) Answer the following in about 150 words.**

Explain the basic channels of non-verbal communication with examples. (5 Marks)

**Q.2 C) Answer the following in about 50 words.**

Explain the concept of impression formation. (2 Marks)

**Q.3 A) Answer the following in about 150 words.**

- i.) Discuss the influence of normative conformity on prejudice. (5 Marks)

**OR**

- ii.) Illustrate how categorization influences changing the boundaries. (5 Marks)

**Q.3 B) Answer the following in about 150 words.**

Employ Solomon Asch's theory on traits that shape overall impressions. (5 Marks)

**Q.3 C) Answer the following in about 50 words.**

Illustrate the role of observational learning in shaping attitudes. (2 Marks)

**Q.4 A) Answer the following in about 150 words.**

i.) Critically evaluate the schemas that guide our thought. (5 Marks)

**OR**

ii) Critically evaluate how well impression management tactics work. (5 Marks)

**Q.4 B) Answer the following in about 150 words.**

Differentiate between Classical and Operant Conditioning in attitude formation. (5 Marks)

**Q.4 C) Answer the following in about 50 words.**

Critically evaluate the influence of Ingroup Bias on prejudice. (2 Marks)

**Q.5 A) Answer the following in about 150 words.**

i.) Critically evaluate the tactics for “Looking Good” to others. (5 Marks)

**OR**

ii) Differentiate between systematic processing and heuristic processing. (5 Marks)

**Q.5B) Answer the following in about 150 words.**

Discuss how ethnocentrism can contribute to prejudice. (5 Marks)

**Q.5 C) Answer the following in about 150 words.**

Analyze the different types of non-verbal communication. (2 Marks)

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**END**

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