

**M.E.S.'s VASANT JOSHI COLLEGE OF ARTS & COMMERCE,
ZUARINAGAR – GOA
B.A. (NEP) III SEMESTER 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 = 12 Marks)

- a) Attitude.
- b) Heuristic.
- c) Stereotype.
- d) Categorization.
- e) Impression Formation.
- f) Post-decision dissonance.

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

- i.) Explain the cognitive processes underlying persuasion. (5 Marks)

OR

- ii.) Explain "ethnocentrism" and "in-group bias" with examples. (5 Marks)

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

Explain the different types of non-verbal communication. (5 Marks)

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

Explain the concept of impression management. (2 Marks)

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

- i.) Illustrate the "Realistic Conflict Theory" with an example. (5 Marks)

OR

- ii.) Discuss the potential benefits of contact. (5 Marks)

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

Employ the theory of cognitive dissonance. (5 Marks)

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

Discuss the power of advertising in changing attitudes.

(2 Marks)

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

i.) Analyze the basic channels of non-verbal communication.

(5 Marks)

OR

ii) Differentiate between central and peripheral traits.

(5 Marks)

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

Differentiate between explicit and implicit attitudes with examples.

(5 Marks)

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

Analyze the influence of "Outgroup Homogeneity" on prejudice.

(2 Marks)

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

i.) Analyze the tactics people use to create favorable impressions.

(5 Marks)

OR

ii) Analyze the impact of ego depletion on resistance to persuasion.

(5 marks)

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

Discuss how "Blaming the Victim" contributes to maintaining prejudices.

(5 marks)

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

Analyze the schemas that guide our thought.

(2 Marks)

END
