

**Parvatibai Chowgule College of Arts & Science  
(AUTONOMOUS)**

BA Semester End Examination, January 2022

Semester: I

Subject: Psychology

Title: Social Psychology (Core)

Duration: 1<sup>1/2</sup> hours

Max. Marks: 30

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**Instructions:** 1) All questions have internal choice within them.  
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**Q.1) Answer ANY TWO of the following (max. 150 words) (10)**

- a. Jessie, a 27 year old, believes that the Earth is flat. Elaborate on any two potential sources of errors in social cognition that she may be committing, without realising it.
- b. While dining out with friends one night, Reuben picked up an argument with the waiter, which became an uncomfortable situation for his friends. However, they were prepared for him to act this way. Applying Kelley's Covariation theory, explain how his friends attributed Reuben's actions to internal causes rather than external ones.
- c. Film-stars and sportspersons enjoy a social status unrivalled by individuals from any other field. They are revered and adored wherever they go, by fans around the world. Due to their popularity, they frequently endorse brands and products in mass media for which they are paid in crores. Explain this with the help of the science behind persuasion.

**Q.2) Answer ANY TWO of the following (max. 250 words each) (20)**

- a. The local football team, FC Goa enjoys a huge fan following around the country. Supporters of the team take pride in following their progress in various tournaments. These fans can be seen wearing the team jerseys and sporting the team flag and other clothing of the team colours. Analyse this behaviour by understanding the factors affecting conformity and the social foundations of conformity.
- b. Navin and his wife have recently moved into their 3<sup>rd</sup> floor flat in a new residential society along with their pet dog, Rocko. However, to their dismay they are told that they cannot use the lift to take their pet out. Even though the law says that societies cannot impose such a restriction, Navin decides to turn to social psychology for help. Apply any two tactics of gaining compliance so that he is able to get his neighbours to not object to him using the lift whilst taking Rocko out for his daily walks.
- c. Whenever an environmental disaster occurs (flash floods, earthquakes, etc) we find that people generally start displaying heightened levels of prosocial behaviour in terms of helping each other. Analyse the reasons why this may happen by focussing on any four motives for prosocial behaviour.

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