

**First Semester FYUGP Degree (Reg/Sup) 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. Explain the importance of nonverbal communication in conveying emotions.
2. Describe how micro expressions differ from regular facial expressions and what they reveal.
3. What is objectivity?
4. What does participant observation mean
5. How passive deception use in research
6. List out the four types of heuristics
7. What is representativeness heuristic? Give an example
8. Define perseverance effect

Section B

Answer any 4 questions. Each carry 6 marks.

9. Critique the claim that social psychology is scientific in nature. What aspects make it scientific, and what challenges this perspective?
10. Examine the major avenues that social psychology is currently exploring
11. Describe experimental method with an example
12. Describe a real-life scenario where the availability heuristic might lead to a biased judgment
13. Describe a situation of both automatic processing and controlled processing.
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. Analyze the role of fear appeals in persuasion. Under what conditions are fear appeals most effective, and why?
16. Compare and contrast the roles of classical conditioning and instrumental conditioning in attitude formation.
17. 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?