

First Semester FYUGP Degree (Reg) Examination (Deficiency Credit) 2026

KU1DSCPSY101 - SOCIAL BEHAVIOUR

2024 Admission onwards

Time : 2 hours

Maximum Marks : 70

Section A

Answer any 6 questions. Each carry 3 marks.

1. Define social perception and explain its role in understanding others.
2. List some common nonverbal cues that may indicate deception.
3. Define implicit and explicit attitudes
4. Outline the steps involved in attitudes influencing behaviour through reasoned thought.
5. Summarize the relationship between attitude extremity and vested interests.
6. Define Social cognition
7. Define Status Quo Heuristics
8. Discuss the benefits of automatic processing in social behavior

Section B

Answer any 4 questions. Each carry 6 marks.

9. Evaluate the effectiveness of a specific advertising campaign in terms of its persuasive techniques and potential impact on consumer attitudes.
10. Develop a persuasive message using a combination of classical conditioning, instrumental conditioning, and observational learning principles to promote a specific cause or product.
11. Appraise the impact of personal experience in shaping strong attitudes, comparing it to attitudes formed indirectly (e.g., through social media).
12. Explain representativeness heuristic and provide an example of how it might lead to a judgment error.
13. Critically evaluate the role of schemas on social cognition.
14. How does priming influence behavior and attitudes through the activation of schemas?

1

Section C

Answer any 2 questions. Each carry 14 marks.

15. Discuss the causes of social behaviour and thought. Examine the major avenues that social psychology is currently exploring.
16. How do social psychologists use different research methods to answer their questions about social world? Analyze ethical principles in social psychological research.
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?