

BACHELOR OF ARTS (PSYCHOLOGY)

.Term-End Examination

01142

June, 2014

BPC-006 : SOCIAL PSYCHOLOGY

Time : 2 hours

Maximum Marks : 50

Note : Answer any **five** questions. All questions carry equal marks. Each question is to be answered in about 500 words.

1. Discuss the concept and scope of Social Psychology. 10
2. What is attribution ? Describe various theories of attribution. 3+7
3. Define attitude. Describe the formation of attitude. 3+7
4. Elucidate the cognitive dissonance theory of Festinger. 10
5. Define group. Describe the characteristics and role of a group. 3+7
6. What do you mean by collective behaviour ? Describe the types of collective behaviour. 3+7

7. Discuss the phenomena of group polarization and social loafing. 10
8. What do you mean by social norms ? Describe the types of norms. 3+7
9. Describe various factors that affect norm formation. 10
10. Write short notes on the following : 5+5
- (a) Non-experimental methods in Social Psychology
 - (b) Channels of non-verbal communication