



UNIVERSITY OF NORTH BENGAL
B.A. Honours 3rd Semester Examination, 2023

CC6-PSYCHOLOGY
SOCIAL PSYCHOLOGY

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.
Candidates are required to answer in their own words as practicable.*

GROUP-A

Answer any two from the following

12×2 = 24

1. Define attribution. Discuss in detail about Kelly's theory of causal attribution. 2+10
2. Define social psychology. What makes social psychology scientific in orientation? 2+10
3. What do you mean by attitude? Discuss persuasion as a means of attitude change. 4+8
4. Define prejudice. Write about its causative factors and intervention techniques. 2+10

GROUP-B

Answer any four from the following

6×4 = 24

5. Write a note on social psychology in Indian context. 6
6. What is heuristics? Explain its types with suitable examples. 6
7. Discuss the application of social psychology. 6
8. Explain any three biases in social cognition with suitable examples. 6
9. Define Cognitive Dissonance. How do we resolve it? 6
10. Discuss the correspondence theory of attribution. 6

GROUP-C

Answer any four from the following

3×4 = 12

11. Define counterfactual thinking. 3
12. Differentiate between explicit and implicit attitude. 3
13. How are impression formed? 3
14. What is subliminal conditioning? 3
15. Write a short note on schemas. 3
16. Define social cognition. 3

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