

BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE PILANI- K.K. BIRLA
GOA CAMPUS
SEMESTER I: 2022-2023
MID-SEMESTER TEST (CLOSED BOOK)

INTRODUCTION TO SOCIAL PSYCHOLOGY (HSS F372)

03-11-2022 (02:00-03:30PM)

TOTAL MARKS: 30

Instructions: Answers using concepts from outside the syllabus of this course, even if correct, will not fetch marks. **Please avoid unnecessary elaboration of concepts and repetition of same explanation with different jargons and statements. Please remember that your instructor can understand only what you write, not what you mean.** Also, using the same examples from the lecture slides, even if they are correct, may fetch you average marks. A good answer is expected to have new example/s. Make sure you revise your answers both for correctness and language. Mobile phone, or any electronic gadgets are not allowed during exam. **All the best!**

1. Imagine that you work for an advertising agency, and you've been tasked with developing an advertising campaign for a prominent astrologer, "Gaming Baba". Personally, you do not believe in astrology and has a strong negative attitude towards those who practice it. Also, this job is your dream job and till now you were happy with it. You also have a family to look after and do not wish to risk your job.

- a. Describe the kind of emotion/s or mental state you may be going through. Elaborate this with the most relevant social psychological theory discussed in this course. (5 Marks_ 50-100 words)
- b. If you agree to do the assignment then what might have happened within your mind according to the theory? (5 Marks_ 50-100 words)

2. Your friend Hémă, has recently divulged to you that he is having difficulties in his relationship. He claims his partner doesn't understand the way he feels.

- a. How could attribution theory explain the way your friend feels? (5 Marks_ 50-100 words)

3. Yuki is an undergraduate student at the Alien University. She has a strong pro-animal attitude and always active in helping animals in need. She is also an active member of the animal welfare group in her university. However, there are others in the campus who do not share similar attitude towards animals and they think the campus should be free of stray animals. They strongly believe that removing stray animals from campus would ensure safety and health for the campus residents. There are also a large number of residents who are neutral about this issue. Yuki wants to change this anti-strays attitude of residents and asked your (a social psychology student) advice. You as a good friend also want to help Yuki in this issue.

- a. Based on your learning from the course, develop a plan (strategies) to change/modify the attitude of the anti-animal residents in the campus. The expected answer requires you to device the strategies only, not the narratives of the events. Also, justify why your strategy/s could be appropriate to deal with the current situation. (10 Marks_ 150-300 words)

- b. Discuss how your position on animal issues [pro-/ anti-/ neutral] could interfere / or biased your plan. (5 Marks_ 50-100 words)
