

ISP_HSSF372_Semester II: 22-23_Part A_Comprehensive Examination (Closed Book)_ Total Marks: 15

INSTRUCTIONS: CHOOSE THE MOST APPROPRIATE/ RELEVANT OPTION (ONLY ONE) AND WRITE AT THE SPECIFIED SPACE AT THE BACK. ANSWERS WITH PENCIL WILL NOT BE CONSIDERED AS ANSWER. THERE IS NO NEGATIVE MARKING. NO EXTRA TIME WILL BE GIVEN TO THE LATE COMERS.

1. In which situation are the characteristics of the communicator of a message more important for persuasion to be effective?
 - A. When message is complex
 - B. When the audience is well informed about an issue
 - C. When the peripheral route to persuasion is taken
 - D. When the central route to persuasion is taken

2. Which of the following statements most accurately describes the ' sleeper effect ' ?
 - A. A persuasive message from a source low in credibility increases in its effectiveness over time
 - B. A persuasive message from a source high in credibility decreases in its effectiveness over time
 - C. More complex persuasive messages increases in effectiveness with a greater period of exposure
 - D. More complex persuasive messages decreases in effectiveness with a greater period of exposure

3. In which of the following situations would a two-sided presentation of an argument not be more effective?
 - A. When the audience is well informed about the topic
 - B. When the audience disagree with the communicator
 - C. When the recipients will be exposed to differing viewpoints at a later time
 - D. When the audience is not paying that much attention

4. In which of the following situations is conformity reduced?
 - A. If the modelled behaviour or belief is not unanimous
 - B. If the status of those modelling the behaviour or belief is high
 - C. If a group is not cohesive
 - D. Both A and C

5. What is the main difference between situations that elicit increased performance on a task through social facilitations (SF) and those that encourage social loafing?
 - A. SF is more likely to occur in groups where people know each other whereas social loafing occurs with groups of strangers
 - B. SF is more likely to occur in large groups whereas social loafing is more likely to occur in small groups
 - C. SF effects typically occur when an individual's unique contribution to a task is witnessed by an audience whereas social loafing typically occurs when individuals are acting together as part of a group
 - D. SF effects occur regardless of culture whereas social loafing only occurs in collectivist cultures

6. What recommendations did Janis (1982) make to combat Groupthink?
 - A. Appointing a devil's advocate to encourage critical evaluation and impartiality
 - B. Dividing groups into smaller units to work or generate ideas on a task, then reuniting these subgroups to encourage discussion and generation of ideas about the task
 - C. Ensuring advice from appropriate external sources is sought and 'second chance' meetings are held to ensure all group members have an opportunity to voice and discuss concerns
 - D. All of the above

7. An individual is most likely to experience 'stereotype threat' if they have what?
 - A. Never experienced discrimination before
 - B. Often experienced discrimination
 - C. No access or limited access, to social support system
 - D. Both A and C

8. Which of the following statements regarding the cognitive sources of prejudice is true?
 - A. Stereotypic thinking reflects the way people attempt to understand the world around them through simplifying it.
 - B. The distinctiveness of people and events makes people aware of differences that would otherwise be unnoticed. If two such distinctive events co-occur, they appear linked. That is, there is an illusory correlation between them which can lead to faulty attribution and prejudice.
 - C. People often believe in a just world (i.e. people get what they deserve); this leads to faulty attributions and can lead to prejudice.
 - D. All of the above.

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9. Which theory suggests that individuals affiliate with other individuals who provide maximum reward for minimal interpersonal cost?
- A. Social exchange theory
 - B. Social comparison theory
 - C. Implicit egoism
 - D. Matching phenomenon
10. The concept of 'complementarity' (i.e. that opposites attract) has received _____
- A. Little support from social psychological research
 - B. Moderate support from social psychological research
 - C. Great support from social psychological research
 - D. Has not been researched in social psychology
11. Bartholomew and Horowitz (1991) proposed the theory of attachment style. Which of the following lists contains all four of these attachment styles?
- A. Secure, dismissing, preoccupied, fearful
 - B. Narcissistic, hedonic, neurotic, histrionic
 - C. Satisfied, dissatisfied, active, passive
 - D. Insecure, accepting, aware, trusting
12. As part of her campaign for college president, Tissy personally gives out cookies that says "vote for Tissy" on them. Which of the following is one of the reason that this approach might improve Tissy's chance in the election?
- A. Foot-in-the-door
 - B. Mere exposure effect
 - C. Central route of persuasion
 - D. Pluralistic ignorance
13. Which of the following was one of the factor that increased conformity in Asch's studies?
- A. Presence of authority figure
 - B. Expectations about conformity
 - C. Placebo effect
 - D. Size of the group
14. Which social psychological principle best explain prejudice?
- A. Individualism
 - B. Collectivism
 - C. Self-serving bias
 - D. In-group bias
15. The Kitty Genovese case sparked research into-
- A. Vicarious behaviour
 - B. The glass ceiling
 - C. Racial segregation
 - D. The bystander effect