



Chhatrapati Shahu Ji Maharaj
University, Kanpur

Answer Script Details
Barcode 6393784

Roll No. 23263005400
Total Mark 70/75.00

Exam BACHELOR OF ARTS_ODD EXAM-DEC-24
Subject A090301T - PSYCHOLOGY OF SOCIAL BEHAVIOR

Question wise Mark Summary

Q.No Mark Q.No Mark Q.No Mark Q.No Mark

1A 5/5

1B 5/5

1C 5/5

1D 5/5

1E 5/5

1F 5/5

1G 4/5

1H 4/5

1I 4/5

2 NA/15

3 NA/15

4 14/15

5 NA/15

6 NA/15

7 NA/15

8 14/15

9 NA/15

Chhatrapati Shahu Ji Maharaj University Kanpur, Uttar Pradesh

PART-II

MARKS OBTAINED

| Q | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|------------------------|---|---|---|---|---|---|---|---|---|------------|
| (a) | | | | | | | | | | |
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A090301T
Paper Code

Signature of Evaluator

Date of Exam: 16/01/25 Shift: II Room No.: 22
 Subject: Psychology Year/Sem: 3rd
 Paper Code: A090301T
 Name of Candidate: Aditi Mishra

Roll No: 23263005400

Signature of Candidate: Aditi Mishra
 Signature of Invigilator: [Signature]
 COE Facsimile: [Signature]

Course: BA Language

Semester: 2024-25 Year/Semester: 3rd

Subject Name: Psychology of Social Behaviour

Medium: English Hindi

Paper Code: A090301T

Exam Date: 16012025

Name of Candidate: ADITI MISHRA

Father's Name: AJAY K. MISHRA

Enrolment Number: CSJMA23000121815

Candidate's Roll Number: 23263005400

Paper Code: A090301T

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College Code: KNO4

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Exam Centre Code: KNO4

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Type of Exam:
 Regular
 Special
 Ex-Student
 Back Paper Exam

ANSWER BOOKLET NO.

6393784

A090301T
Paper Code



Aditi Mishra
Signature of Candidate

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Signature of Invigilator

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नोट - 1. परीक्षार्थी को निर्दिष्ट किया जाता है कि आवरण पत्रों को फूट भंग पर अंकित सभी निर्देशों को सावधानी पूर्वक पढ़ें।
 2. अंकन में भरी जाने वाली प्रतिक्रियाएँ कठोर तर्क से शुद्ध की जायें। 3. गीतों को कटाने या मोले कोलेज से भरा जायें।

INSTRUCTION TO THE CANDIDATE FOR FILLING PART-I

1. Read the instructions carefully given on the answer script and admit card.
2. Write Date of Exam, Shift, Paper Code & Name of Subject Correctly.
3. Write Name & Roll No. Correctly.
4. Write Semester & Branch Correctly.

(उत्तरलिपि को भरने काट)

1. प्रश्न पत्र एवं उत्तर पुस्तिका पर दिये गये निर्देशों को ध्यान से पढ़ें।
2. अपना पृष्ठ के दृष्टी उत्तर कुट्टन लिखें।
3. उत्तर पुस्तिका के पृष्ठों पर अपनी उत्तर लिखें।
4. प्रश्न पत्र पर अपने अनुक्रमिक को अतिरिक्त कुट्टन न लिखें।
5. प्रश्न पत्र कोड एवं प्रश्न पत्र ID साफ़-साफ़ी चूंक लिखें।
6. अपनी विषय स्पष्ट लिखें।
7. उत्तर पुस्तिका के पृष्ठों की संख्या देखें। अगर उत्तर पुस्तिका में पृष्ठ (1-24) से कम है या फटे हुए हैं, तो पक्षी सुरक्षित होने के पूर्व दृष्टी उत्तर पुस्तिका ले लें।
8. प्रश्नपत्र को देख, यदि प्रश्नपत्र को विषय कोड, विषय का नाम तथा प्रश्न में कोई त्रुटि है तो उसके पक्षी न होने से 30 मिनट के अन्दर कक्ष निरीक्षक को तत्काल सूचित करें, उसके बाद विरधितकालकालकाल कोई कक्ष नहीं की जावेगी।
9. प्रश्नों के उत्तर लिखने के प्रारंभ में उत्तर का प्रयोग न करें।
10. बी कोपी का अतिरिक्त उत्तर नहीं दिया जावेगा।

INSTRUCTION TO THE CANDIDATE FOR FILLING PART-II

1. Use blue or black ball point pen for writing alphabets & numerals in boxes.
2. Carefully study the example before you start marking.
3. As shown in the example below, blacken the circles completely.



4. Make no Stray marks on this sheet.

5. DO NOT WRITE OR MARK ON THE BAR CODE.

IN ORDER TO AVOD UFM (UNFAIR MEANS) :

1. The Roll No. and Answer Book no. found elsewhere or any other symbol found in the answer book will be treated as unfair means.
2. Any tempering of Bar Code and Booklet no shall be treated as Unfair Means.
3. Do Not bring the materials like slip of paper/mobile/digital diaries/ study material/ revision notes in examination hall. Possession of the mobiles/ digital diaries/electronic/digital/ watch and any other electronic gadget except memory less scientific calculator shall be considered as UFM case.
4. Do not keep or paste currency note in answer script it shall be consider as UFM.

INSTRUCTION TO THE CANDIDATE

1. Read the instructions carefully given on the Question Paper, Admit Card & Answer Script.
2. Do not write anything on back side of the cover page.
3. Write on both sides of pages of answer book.
4. Do not write anything on question paper except Roll Number.
5. Write Paper Code & Question Paper Id carefully.
6. CHECK the number of pages (1-24) or any other kind of damage in your answer script, if found than change the answer script immediately before the commencement of examination.
7. CHECK the Question Paper for any kind of discrepancy e.g. Subject Code, Sub Name, and Question of the Question Paper during first THIRTY MINUTES of the commencement of the exam, so that it can be corrected in TIME. After that no corrections shall be entertained by the university.
8. Do not use pencil for answering the question.
9. Write status correctly e.g. those appearing in carry over papers should fill in status as Carry Over. Those appearing as Ex- Students should fill in status as ex.
10. No supplementary answer book & graph paper will be provided.

अनुचित साधन से बचने हेतु :

1. उत्तर पुस्तिका के निदेशित स्थान को अतिरिक्त अनुक्रमिक एवं उत्तरपुस्तिका का क्रमिक कोड और न लिखें तथा कोई भी चिह्न न करने क्योंकि यह अनुचित साधन प्रयोग की परिधि में आता है।
2. उत्तर पुस्तिका के बाककोड अथवा उत्तर पुस्तिका संख्या पर फ्रेम छात्र करने पर अनुचित साधन प्रयोग माना जावेगा।
3. परीक्षा कक्ष में निम्न सामग्री साथ न लाएं, जैसे लिखे हुए प्रश्नपत्र के टुकड़ें, मोबाइल, डिजिटल घड़ी, डिजिटल घड़ी, कोपी, चुंबक या सभी सामग्री को अनुचित साधन को अंतर्गत आता है। प्रश्नपत्र संबंधित प्रश्नपत्र में ही यद्यपि लेख सांकेतिक कोड/कालेनर ले जाने की अनुमति नहीं है।
4. उत्तर पुस्तिकाओं में रूपरेखा न रखें न ही उत्तर पुस्तिका में लिखावे। ऐसा करने अनुचित साधन प्रयोग की परिधि में आता है।

INSTRUCTION TO THE CANDIDATE FOR FILLING PART-IV

1. Use blue or black ball point pen for writing alphabets & numerals in Boxes.
2. Use blue or black ball point pen for filling the circles.

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Note- If your Roll No. is of 10 digits. Please leave first three columns.



Section - A

Short answer Type Questions :-

1. (a) Methods of social psychology are :-

- Surveys and Questionnaires = People are given a set of structured questions through which they respond over some topic.
- Observational Research = Observer observes a person or a group in its natural settings and records behaviour systematically without interference.
- Experimental method = Experimenters observe the behaviour of a person or group in a controlled laboratory conditions with manipulation of several variables.
- Field Research Method = Observer observes and records behaviour of a person or a group in real-world settings which involves manipulation of variables i.e. Cause and effect relationship.
- Neurobiological and Genetic method = Person's brain, hormones and genetic materials are studied which are biologically responsible for behaviour.
- Comparative method = In this method, behaviours of two different species are compared with each other to know about their evolutionary perspective.



(b) Impression formation →

It is a social psychological concept in which an individual forms an impression about other individual or group in his cognition and draw conclusions and make judgements about them based on these impressions.

Impressions are formed due to information processing / receiving.

Information is received through physical appearance, verbal and non-verbal cues.

Determinants of Impression formation

- Physical appearance - How a person looks, what he wears i.e. clothes or footwear.
- Non-verbal cues - Body language, facial expressions, Tone of voice, Gesture, posture, eye contact
- Order of Information Received - The information received first influences much impression formation
- Perceiver's Past Experience
- Perceiver's own personality Traits
- Dominant Traits person is showing most



(c) Interpersonal Attraction

Interpersonal attraction is a type of attraction between two people / person which leads to the development of platonic, friendly and professional relationships between them.

Determinants

- Physical appearance :- It also depends on physical appearance of a person, it is mostly towards people having good physical appearance.
- Quality of voice :- Interpersonal attraction is also due to quality of voice - more the voice is soft and melodious, more will be attraction towards them.
- Proximity (Exposure effect) :- We get attracted to those people the most whom we share a lot of time with.
- Similarity :- We get attracted to those people who have similar interests, beliefs, attitudes and opinions like us.
- Reciprocity of liking :- We like those who like us and thus attracted to them.
- Emotional attachment :- We mostly get attracted to those who value our emotions and feelings.



(d) Frustration - Aggression Theory :-

- It was proposed by John Dollard and his three colleagues in the year 1939.
- It is also called Frustration- Aggression Displacement Theory.
- Frustration Aggression Theory states that frustration which arises when an individual is blocked or prevented from achieving goals, leads to aggression.

Example

A girl tries to stand 1st in her class, so she works hard and makes days and nights equal but she cannot, it gives rise to frustration in her which is later accompanied by aggression.

Frustration precedes Aggression and Aggression is sure consequence of Frustration.

- Aggression arises in an individual to tackle the frustration that he has.
- If goal is achieved, frustration and aggression disappears.



(e) Bystander effect

→ It was proposed by Latane and Darley in 1968.

→ It is a social psychological phenomenon in which person is less likely to help somebody in need due to presence of others.

Bystander effect is due to -

*) Diffusion of responsibility = A person feels less responsible towards victim and shares responsibility with others.

* Fear of Being Judged by others

* Person feels that there is not an emergency because no other person is coming for help.

CASE

It became subject of attention after the brutal murder of American woman Kitty Genovese in 1964. She was stabbed and sexually assaulted by a person near her apartment.

38 people in her apartment were witness of this incident and no one came to help Kitty until she died on the spot.

At last, when she died 1-2 people called authority.

They all were bystanders.



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(f) Prejudice and Discrimination

Prejudice

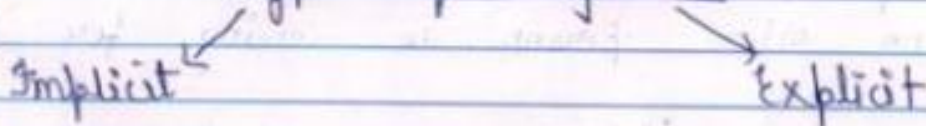
It is a negative attitude towards a particular group based on stereotypes.

Components of Prejudice

- ⊙ Cognition - Stereotypes
- ★ Affective - hatred / negative feelings
- ★ Behaviour - Discrimination

Example → Genocide committed by Nazis in Germany towards Jewish.

Types of Prejudice



Discrimination

The unfair act towards a person or a group on the basis of race, caste, religion and gender is called Discrimination.

Prejudice + Discrimination → Violence + mass Conflict



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(g) Group Cohesiveness

Group is a collection of two or more people who interact with each other and share a common sense of unity.

Example - Family, neighbourhood, communities, Societies, teams.

Group Cohesiveness

Group cohesiveness refers to the degree with which people of group are attached to each other.

It is due to -

Small groups :- Smaller the group, more cohesive it is.

Shared threats :- Groups will be cohesive if all the members have common negative points towards a particular point.

Interpersonal acceptance → Groups will be cohesive, if a person's views and opinions are respected.

Similarity → When all members share common beliefs/Views.



(b) Internal and External factors in Attribution

Attribution refers to the process in which a cause behind a particular behaviour is known.

Internal factors

- Ability → Internal ability of a person influences his behaviour.
- Efforts → If a person gives full efforts, he will have a positive behaviour.

External factors

Context of situation - The cause of our behaviour might be the situation we are in.

Discrimination



Paper Code

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9

(i) Group Roles

Roles are the function of a person in a group.

Each person has different roles in a group.

Groups should be smaller because smaller groups are more effective than larger ones.

Group has a major role in society:-

Family is a group → Parents have a role

in moral and educational development of a child and child as a part of group has role in achieving higher success and moral values.

School / college is a group → Principal has a role

in supervision of whole authority. Teachers have role in educating students and showing them right path to go, students have role in gaining education and obey their teachers.



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10

Section - B

Long answer Type Questions -

Ans 4 SCHEMA IN SOCIAL COGNITION

→ It was proposed by Jean Piaget.

→ Schema refers to the cognitive structure and mental framework that helps to understand, organise and interpret social behaviour based on previous experiences and learnings.

It influences the following processes -

Attention → Encoding → Retrieval.

For children :- New schemas are formed and old schemas are ^{revised} as they learn and experience ^{new} things in everyday life.

But for adults :- Once schemas are formed, they can not be eliminated from cognition - They hardly disappear.

We humans are "Cognitive Misers" → We use schema in everyday life much.



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SCHEMATIC PROCESSING

There are three ways through which schema is formed.


Assimilation -

Assimilation means when new information is added to existing schema to make it broader because it seems to be similar or incorporated.

Accommodation -

Accommodation means when new information is not incorporated or similar then old existing schema is modified.

Equilibration -

Equilibration means to  maintain a balance between Assimilation and Accommodation.

Example of Schema

We, adults, have made schema of a restaurant. When we talk about it, we make mental pictures or when go in it - we behave likely.

Children makes schema about a cow that an animal who has four legs, a tail is it.



So, when he encounters a house, he calls it cow because a house shows exact characteristics — four legs and a tail like a cow.

But when he is told proper difference between a cow and a house then he eliminates existing schema and makes new one.

ROLE OF SCHEMA IN SOCIAL COGNITION

Schema is one of the most important component of social cognition.

It plays a significant role as it guides us how to behave in a social situation based on previous learnings and experiences.

We do not identify a new social situation as different because schemas are already formed.

Theories — ✓

Theory of Attribution : Harold Kelly

→ It is also called Theory of Covariation or Anova Theory.



This theory suggests that for something to be the cause of a behaviour, it must be present when behaviour is present and must be absent when behaviour is absent.

CCD Model

- ① Consensus → whether other person behaves in a same way towards a same stimulus like Target Person.
If Yes → Consensus is High
If No → Consensus is Low
- ② Consistency → whether an individual behaves towards a same stimulus in same manner over time.
If Yes → Consistency is High
If No → Consistency is Low ✓
- ③ Distinctiveness → whether an individual behaves same in different situations.
If Yes → Distinctiveness is low.
If No → Distinctiveness is High.

Bernard Weiner's Theory

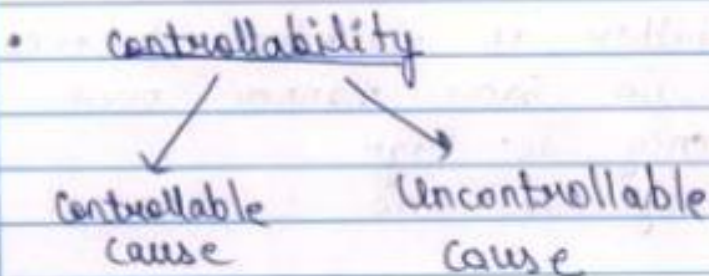
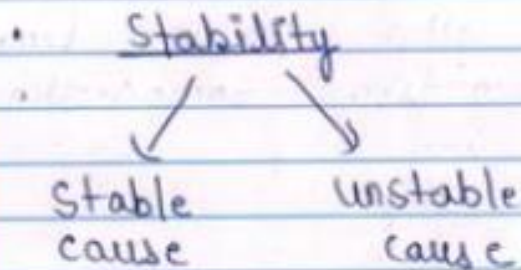
It states that how an individual attributes causes of an event (Success or failure) and how these causal attributions influence their motivation in future. ✓



It is also called Three dimensional Theory of attribution.

- Locus of Control

What exact the cause of event is



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Section - CAns 8 SOCIAL INFLUENCE PROCESSESConformity

It was proposed by "Sir Robert Merton"
Conformity is defined as one of the social influence processes in which an individual changes his behaviours, beliefs, attitudes and opinions in order to be fit in a particular society or group according to roles and norms of that particular group.

→ conformity can be positive or negative.

Two types of conformityNormative conformity

Normative conformity refers to when we conform with others because we want them to like and accept us.

[Need to be liked]

Example → Uniform of an institution.

Informational conformity

Informational conformity refers to when we conform to others because we believe that they might have accurate information or he is expert.

Example → conforming to other students in school/colleges in questioning.



Experiment on Conformity →

The first Experiment of conformity was performed by Solomon Asch in 1961.

In this experiment -

There were 7 confederates (false subjects) and 1 subject.

Confederates were seated together and real subject was seated at last.

Experimenter had told confederates before the experiment that they had to give wrong answers because he wanted to know whether ~~other~~ subject conform or not.

Then, they all were shown two cards -

A card of standard line

A card of Three Comparison lines

They had to answer at which comparison line was most similar to standard line.

All the confederates give wrong answer as per the plan and so subject also gave the wrong answer and conform to them.

It was done with other participants too:-

It was found that 75% subjects showed conformity.

→ Conformity decreases if any one of the confederate gives right answer.



COMPLIANCE

Compliance is one of the social influence processes in which an individual changes his behaviours, beliefs and opinions on the direct request of other individual or group.

The other individual or group has no authority.

Techniques to be used

- Foot in the door Technique → firstly asked

Smaller commitment and after gaining compliance, asking for larger commitment.

Example → Asking ~~second time~~ for a small amount and after getting ✓ asking for larger amount.

- Door in the face Technique →

↳ Larger / unreasonable commitment followed by smaller / reasonable commitment.

Example → Asking for a car to borrow, after gaining no compliance, asking for a bike.

- Low ball Technique → After getting a commitment increase the cost of commitment.

Example → A salesman increases prices of a car after finalising car's delivery.



INTERPERSONAL RELATIONS -

- Prejudice = Prejudice is a negative attitude towards a particular group based on stereotypes.

Components of Prejudice

Cognitive = Stereotypes

Affective = hatred / negative feelings

Behavioural = Discrimination

There are two types of Prejudice

Implicit

Explicit ✓

Prejudice exists within a person but he does not aware of

Prejudice exists, and a person is aware and can control it.



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Discrimination

The unfair act towards a person or group based on caste, class, race, gender and other factors.

Prejudice + Discrimination → Conflict / Violence.

When prejudice takes shape of discrimination, while appearing in behaviour, gives rise to conflict.

Prejudice and discrimination can be reduced by -

- Proper education
- Awareness and right information about other group
- Interacting with different social classes.



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