



Chhatrapati Shahu Ji Maharaj
University, Kanpur

Answer Script Details
Barcode 5652151

Roll No. 24039000085
Total Mark 44/75.00

Exam MASTER OF ARTS_ODD EXAM-DEC-24
Subject A090702T - ADV SOCIAL PSYCHOLOGY

Question wise Mark Summary

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

1A 3/5

1B 3/5

1C 3/5

1D 2/5

1E 3/5

1F 2/5

1G 3/5

1H 3/5

1I 3/5

2 0/15

3 0/15

4 0/15

5 10/15

6 0/15

7 0/15

8 0/15

9 9/15

Chhatrapati Shahu Ji Maharaj University Kanpur, Uttar Pradesh

PART-II

MARKS OBTAINED

Q.	1	2	3	4	5	6	7	8	9	10
(a)										
(b)										
(c)										
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(j)										
Total										
Total Marks in Figures										Max. Marks
Total Marks in Words										



A 0 9 0 7 0 2 T
Paper Code

Signature of Evaluator

Date of Exam : 24/12/24 Shift : 1 Room No. : 24
 Adv. SOCIAL
 Paper Code: A090702T Subject: PSYCHOLOGY Year: 1st
 Name of Candidate: AREEBA AFTAB
 Roll No. : 24039000085

COE Facsimile
 Signature of Invigilator
 Signature of Candidate

Course MA PSYCHOLOGY

Session 24-25 Year/Semester I

Subject Name ADV. SOCIAL PSYCHOLOGY

Medium English Hindi

Paper Code

A 0 9 0 7 0 2 T

Exam Date

2 4 1 2 2 0 2 4

Name of Candidate

A R E E B A A F T A B

Father's Name

A F T A B A H M A D

कॉलेज का कोड
College Code

K N O 4 -

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F	D	<input type="radio"/>	2	2
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U	T	<input type="radio"/>	8	8
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W				

एग्जाम का कोड
Exam Centre Code

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U	T	<input type="radio"/>	8	8
U	9	<input type="radio"/>	9	9
W				

एग्जाम का प्रकार
Type of Exam

Regular
 Ex-Student
 Back Paper Exam

ANSWER BOOKLET NO.

5652151

A 0 9 0 7 0 2 T
Paper Code



एनरोलमेंट नंबर
Enrollment Number

C S J M A 2 4 0 0 0 1 2 9 8 6 1

कॉलेज का कोड
Candidate's Roll Number

2 4 0 3 9 0 0 0 0 8 5

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W	7	7	7	<input checked="" type="radio"/>	7	7	
W	8	8	8	8	8	8	
9	<input checked="" type="radio"/>	9	9	9	9	9	



Areeba Aftab
Signature of Candidate

Signature of Invigilator

C S Facsimile

COE Facsimile

नोट- 1. परीक्षार्थी को निर्दिष्टित किताब जात है कि उत्तरावका पत्रों को सुदृष्ट भाग पर अधिकतम सही निर्देशों को सहायता की सुविधा है।
 2. कोडों से भी जाने वाली प्रतिक्रियाओं का भी सफा से शुद्ध की जाये। 3. गोपनीय को पत्रों या भीले कोडिंग से भरा जाये।

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.

उम्मीदवारों को दिए गए निर्देश

1. प्रश्न पत्र एवं उत्तर पुस्तिका पर दिनें गये निर्देशों को ध्यान से पढ़ें।
2. अलग-अलग शिफ्ट के दूसरे दिनांक सुझाए गिसे।
3. प्रश्न पुस्तिका के पृष्ठों पर दोनो तरफ लिखें।
4. प्रश्न पत्र पर अपने अनुक्रमिक को अतिरिक्त सुझाए गिसे।
5. प्रश्न पत्र कोड एवं प्रश्न पत्र ID सावधानी पूर्वक लिखें।
6. अपनी तिथि 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 परीक्षा शुरू होने से पूर्व दूसरी उत्तर पुस्तिका ले लें।
8. प्रश्नपत्र को देखें, यदि प्रश्नपत्र को किसी कोड, विषय का नाम तथा प्रश्न में कोई त्रुटि है, तो उसके पंजीकृत होने से 30 मिनट के अन्दर कक्ष निदेशिका को तत्काल सूचित करें, उसके बाद विश्वविद्यालय द्वारा कोर्रुक्शन नहीं की जायेगी।
9. प्रश्नों की उत्तर लिखने के लिये पेंसिल का प्रयोग न करें।
10. कौ कोपी का अतिरिक्त इस्तेमाल नहीं किया जायेगा।

INSTRUCTION TO THE CANDIDATE FOR FILLING PART-III

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 AVOID 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 tampering 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.

अनुचित साधन से बचने हेतु :

1. उत्तर पुस्तिका के निर्देशित स्थान को छेदकर अनुक्रमिक एवं उत्तरपुस्तिका पर क्रमांक कही ओर न लिखें तथा कोई भी चिह्न न बनायें क्योंकि यह अनुचित साधन प्रयोग की परिधि में आता है।
2. उत्तर पुस्तिका के बारकोड अथवा उत्तर पुस्तिका संख्या पर छेद प्राप्त करने पर अनुचित साधन प्रयोग माना जायेगा।
3. परीक्षा कक्ष में किन वस्तुएं लाया न लयें, जैसे किन्हीं तरह कागज के टुकड़े, मोबाइल, डिजिटल डायरी, डिजिटल वॉच, कापी, क्लिक पेड सभी वस्तुएं जो अनुचित साधन के अन्तर्गत आती है। कोर्रम संशोधित प्रश्नपत्र में ही पंजीकी लेख प्रारंभिक कोर्रम्यूलेटर से जाने की अनुमति होगी।
4. उत्तर पुस्तिकाओं में सफेद न रस्ते न ही उत्तर पुस्तिका में बिपजयें। ऐसा करना अनुचित साधन प्रयोग की परिधि में आता है।

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, Se Name, and Question of the Question Paper during first THIRTY MINUTES of 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.

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.

	1	8	1	5	4	3	2	1	6	9
0	0	0	0	0	0	0	0	0	0	0
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2	2	2	2	2	2	2	●	2	2	2
3	3	3	3	3	3	●	3	3	3	3
4	4	4	4	4	●	4	4	4	4	4
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7	7	7	7	7	7	7	7	7	7	7
8	8	●	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	●

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



Section-A

- A) Social psychology focuses on how an individual's thoughts, emotions, and behaviour are influenced in social situations. It is applicable in many areas where there is frequent interaction between persons and group. Some of the areas where social psychology is applicable are:
- i) Educational settings: Impact of teacher-student relationships, peer dynamics, development of social skills in children, etc. are studied via using the concepts of social psychology.
 - ii) Workplaces: Corporate office setups use social psychology concepts to improve work efficiency, enforce teamwork, develop co-ordination and co-operation among team members, set goals and use effective strategies to achieve them. Organizational Psychology emerged from the concepts of many fields, including Social Psychology.
 - iii) Politics: Political leaders often use social psychology concepts to charm and convince the public. Concepts of leadership, leader functions and leadership styles are all social psychology concepts.
 - iv) Research: Social psychology also contributes to existing literature about the mechanisms of human interactions, their causes, and different



social phenomena.

B) The cross-cultural method of Social Psychology is a research method that compares psychological constructs between two different cultures. Its features are as follows:

- i) Cross-cultural method tries to find universal themes and culture specific behaviours between cultures.
- ii) It is aimed at understanding how culture differences shape varied perceptions, attitudes and behaviours.
- iii) Data can be collected via quantitative methods like survey or even qualitative methods like interviews.
- iv) Researchers must be thoroughly knowledgeable about the history, culture, and environmental background of all subjects groups/cultures they are studying so that they can interpret results effectively.
- v) Research data collection tools must be tailored as per the context of the culture to ensure accuracy. Reliability and validity of the test must remain.



- vi) It might be difficult to translate data collection instruments like questionnaires in context of the specific culture so challenges are faced. Careful precision is required.
- vii) Research is conducted to understand the difference between the cultures' perceptions, attitudes, and/or behaviours towards an issue. For eg:
Understanding views on mental health: A Cross Cultural Study conducted on American and Indian young adults.
- c) Research ethics in Social Psychology are rules and guidelines that have been developed to provide an ethical or morally upright framework to conduct research. These ethics protect the rights, dignity, and welfare of research participants. Not only do they ensure integrity of research but also maintain public trust in psychological science. Some of the research ethics are as follows:
- i) Informed Consent: Participants must be informed about the nature, purpose, risk and benefits of the study before their participation and their participation must be voluntary, not due to coercion or undue influence. They also have the freedom to ask questions and clear any doubts about the study.



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Do Not Write anything in this Portion

- ii) Confidentiality : The privacy of the participant's identity must be maintained. Their responses should be anonymized in a manner that they can't lead back to the specific person. Confidentiality is necessary to gain participants' trust and obtain honest responses.
- iii) Debriefing : After the data collection / observation, etc. is complete, participants must be informed about the true purpose of the study. Deception must be revealed, if used and explanations for usage must be given. Participant's experience must be listened to as well.
- iv) Right to Withdraw : Participants have the right to withdraw from the study at any given point during study without facing any consequences. This ensures participant autonomy and truly a voluntary participation.
- v) Ethics Committee : Research proposals must be reviewed by Institutional Review Board or Ethics Committee to ensure all ethics are followed before carrying forward with the data collection process.

These Research Ethics maintain the credibility and integrity of research.



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D) Ethnography is a qualitative research method which aims at gaining a deeper understanding of a specific group/ community/ culture — their interactions, beliefs, practices, values and so on. Key components are:

- i) Participant Observation: Researcher becomes a part of the culture for a specific period to experience it firsthand for deeper understanding. Experiences and events are documented in real-time as they happen. Researcher observes the culture from the subject population's viewpoint.
- ii) Data Collection: Data collection is done through participant observation, interviews, field notes, and analysis of cultural artifacts.
- iii) Emic v/s Etic perspective: Emic and etic perspectives are involved. Emic involves studying culture from the participant's (population) viewpoint. Etic means outsider's analysis, applying external theories to understand cultural phenomena.

Issues in Ethnography

- i) Researcher's presence may influence participant's behaviour, leading to potentially skewed results.
- ii) Results are culture-specific so they can't be



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generalized to understand other cultures.

iii) This research uses longitudinal research method where changes are observed over a long period of time which ~~is~~ consumes time, effort, and investment excessively.

E) Person perception refers to the processes through which people form impressions or make judgements about another person. This includes:

i) Information Processing: Individuals perceive another person based on physical appearance, verbal communication, and non-verbal cues (body language, gestures, facial expressions) when they meet the first time. For eg: a person might judge another person's personality based on their looks.

ii) Attribution: After observing and gathering information about the behaviour, causes are assigned to behaviour. These can be external or internal. For eg: A person might perceive another individual to be nervous because they see them frowning and fidgeting (non-verbal/body language).

Assigning 'nervousness' is an internal attribution.



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- iii) Perception is also influenced by situational factors. You might perceive someone differently in casual settings than in formal settings.
- iv) Perception helps individuals make sense about someone's personality or behaviour based on available information. It is subject to cognitive biases such as confirmation bias as well as ~~we~~ people favour information about someone ~~may~~ that confirms their pre-existing beliefs and discard contradictory information leading to bias.

F) Contribution of Attribution in Person perception - ~~is such that~~

Attribution refers to assigning causes to someone's behaviour. These causes can be internal or external. Attribution ~~now~~ involves making inferences about the causes behind someone's behaviour and the assigned causes further convey how an individual perceives another person, thereby contributing to person perception.

Internal (dispositional) causes ~~ref~~ emphasize that behaviour is displayed due to personality traits and characteristics. External (situational) factors emphasize that behaviour is displayed to environmental factors which further give more information about a person.




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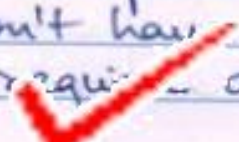


For eg: If someone is late to a meeting, a co-worker can attribute it to the person's lack of punctuality (internal) or to traffic conditions (external).

In this case, internal attribution suggests that the co-worker regards the person's work ethic and discipline lacking while in external ^{case} - they are more considerate, giving ^ benefit of doubt.

- G) Social Cognition refers to using mental frameworks to understand various situations and make decisions. It refers to using cognitive abilities like reasoning,  problem-solving, perception, attribution, etc. to engageⁱⁿ and make sense of the social situation. Social cognition helps individuals find links between events and make effective decisions.

Its basic components include -

- 1) Schema - Schemas are mental frameworks about a situation that help individuals remember and navigate them without being introduced to the concept newly everytime. Example: You develop a schema about the marketplace you frequently visit so you don't have to ask for directions everytime or  require a lot of time compared



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to your first time in the market to know which shop is where and how to reach there.

- ii) Prototypes - Prototypes are "typical examples" which help us in making conclusions about something or someone based on how similar they are to a prototype. This helps make guesses in uncertain situations.
- iii) Heuristics - Heuristics are simple rules for making complex decisions or drawing inferences in a rapid and efficient manner. Heuristics are useful in situations of information load in the cognitive system of the brain. Types include representativeness, availability, anchoring & adjustment and status-quo heuristic.





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- H) Newcomb defined attitudes as learned enduring dispositions to react favourably or unfavourably ^{towards} persons, objects, and ideas.

Nature of Attitude -


Attitudes are composed of the A-B-C component. Affective compo. ✓ refers to emotions, Behavioural refers to action and Cognition refers to thoughts. All these components together create an attitude.

- i) Attitudes are not innate; they are learned from experience and knowledge.
- ii) They are enduring because they do not change easily. Opinions can change when attitude is in formative phase but once firmly established, an attitude towards something is hard to change.




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I) Leon Festinger gave the cognitive dissonance theory which states that when someone's internal beliefs are not in alignment with their behaviour, it creates internal discomfort or ~~conflict~~ . Key pointers are:

- i) The misalignment of values and actions creates tension for the person.
- ii) The individual can either change their belief to align with their behavior or change behaviour to align with belief.
- iii) The person can introduce a new belief if none of the above are applied to justify their behaviour.
- iv) For example: Belief - Smoking is hazardous
Behaviour - Person smokes daily

Person might either stop smoking to align with belief and release tension or continue smoking with the justification that ~~it~~ it is not very hazardous ~~as~~ as advertised.

He might also introduce a new belief that smoking has stress relief  properties to justify behaviour and release tension.



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§ The role of choice ~~to~~ is important. If the person thinks that they have freedom to do what they want, tension is greater.

Section-B

- 5.) Social Research refers to conducting research studies and exploring and experimenting phenomena that enhance our understanding of social dynamics, human ~~relat~~ interactions and the influence of social ~~sur~~ surroundings and processes on individuals ~~or~~ group behaviours.

Similar to other researches in different areas of study, data is collected quantitatively or qualitatively and then analyzed to draw conclusions. Ethical guidelines are also followed ~~+~~ maintain integrity and credibility ~~+~~ research and obtain participant trust.

15.) The Survey Method

- i) Surveys are quantitative methods of data collection which use questionnaires to collect responses from target population.
- ii) Surveys are used to ~~to~~ understand people's



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attitude towards a certain object or event.

- iii) For example: Advertising Brands conduct surveys to receive feedback on the latest products they launched, their customer service and overall quality of experience for the customer.
- iv) Surveys are employed in various domains like commercial ~~products~~ products, feedback, policy-making and governance, educational institutions (teacher feedback) and so on.
collected
- v) Data is collected by collecting responses usually on a Likert[^] scale on the questionnaire. Each question has a Likert scale where each number or level could have different meanings.
Example: On a 5-point Likert scale, 1 is Very Bad, 2 is Bad, 3 is neutral, 4 is Satisfactory and 5 is Excellent, denoting different choices for the participants to respond to.
- vi) Surveys are advantageous in the sense that they are easy to distribute online or offline and can reach thousands or even lakhs of people to gather large ^{information}. They require less time and effort.
participants
- vii) However, people might not always respond honestly [^] which can lead to skewed



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results potentially. ~~Research~~, Moreover, surveys don't gain deeper understanding of a person's particular problem. They are disadvantageous in these scenarios.

ii) Field Study Method

Field Study method includes studying a phenomenon within its natural context. Researcher usually observes behaviour and makes field study notes to document ~~infer~~ it.

Researchers make observations without trying to influence the course of action as that can lead to potential errors in the findings.



Section C

Q9) Classification of Leadership Styles is as follows:

- i) Authoritarian / Autocratic leadership: Autocratic leaders follow centralised decision-making which means that they make all decisions by themselves and do not take input from their followers. Such leaders are usually very controlling and value perfectionism to a great extent. They expect to be followed and are highly ambitious.
- ii) Authoritative / Democratic leadership: Leaders are the ones who make the final decision but they also ask for input, ideas, and suggestions from their team members or followers to collectively make an enhanced decision that benefits the organization. This encourages team-members and provides a sense of contribution and autonomy.
- iii) Laissez-faire: Such leaders don't interfere in the team's work and let individuals be. This style is suitable for work environments where the team members are highly skilled and self-sufficient. For eg: Researchers - when guides give them the freedom to work on ideas without interfering, it is effective.



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- iv) Transformational leaders: Inspire and motivate followers for personal growth and development.
- v) Transactional leaders: These leaders are just concerned with meeting target goals and provide incentives via rewards and punishment framework based on performance.
- vi) Charismatic leaders: They use their charm to influence public. Their confidence and charisma highly leaves an impact and gives them public favour.

Factors determining leader effectiveness

- 1) Responsible leaders makes effective well-informed decisions.
- 2) Effective Communication: Good communication means conveying messages clearly and influencing team members
- 3) High Knowledge base and experience: Having extensive knowledge helps leaders be foresighted and connect relations between seemingly unrelated phenomena. High experience is a sign of wisdom.



Paper Code

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- 4) Moral values: Honesty, Integrity, Compassion are all important values for a leadership to be effective.
- 5) Adaptability: A good leader is calm under pressure and can adapt to changing situations, under uncertainty. Leaders must be flexible and adaptive.
- 6) Leading by example: ✓ a leader should follow what they preach and set an example for others in their team.
- ✗



Paper Code

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18

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20

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Paper Code

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21

X



Paper Code

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22

Do Not Write anything in this Portion

X



Paper Code

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23

X



Paper Code

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24

Do Not Write anything in this Portion

X