



**Institute of Management  
JK Lakshmipat University  
Jaipur  
END TERM EXAMINATION-2017  
SET-I**

**BBA Sem-I**

**Subject code: HR10**

**Course: Introduction to Social Psychology**

**Time: 3**

**Hours MM: 50 Marks**

**Instructions: Attempt any three questions from Section A. Section B is compulsory.**

**Section A**

1. a. What is a group? Explain the key characteristics of a group? Differentiate between common-bond-group and common-identity-group [5 marks]  
b. Discuss why groups splinter? How membership in groups can be costly? [5 marks]
2. a. "Self- presentation tactics vary depending on individuals goals" Comment on the statement and explain in light of various self-representation tactics. [5 marks]  
b. Do you think its import to evaluate ourselves? How do we evaluate ourselves explain in terms of Social comparison theory and Self-evaluation maintenance model? [5 marks]
3. a. "The social learning perspective suggests that aggression is learned form of social behavior"? Elucidate the statement. [5 marks]  
b. Explain the relevance of Social Psychology and how the learnings has impacted you? [5 marks]
4. a. Define prosocial behavior. Explain the external and internal factors which influence the prosocial behavior. [5 marks]  
b. Explain the traits of an altruistic personality. [5 marks]
5. Write Shorts Notes on. [10 marks]
  - a. Empathy- Altruism hypothesis
  - b. Brainstorming

- c. Drive theory of aggression
  - d. Social Loafing.
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### Section B

1. Explain if situations mentioned below are manifestations of aggression. Give your reasons for each statement to support your answer [10 marks]

- (i). A dog chases a rabbit and kills it.
- (ii). A war pilot bombs the village, killing both enemy soldiers and civilians.
- (iii). A person standing in que at the bank to exchange notes starts shouting pelting stones during demonetization.
- (iv). A woman throws herself under a train.

2. Explain the image connecting with appropriate theory of prosocial behavior.

[10 marks]

