



END TERM EXAMINATION-2015

Time: 3 Hours

Subject code: BBA106

Section A

1. a. Discuss why it is important for individual to identify his or her SELF. What are the ways and means of identifying self. (5 marks)
- b. Explain the experimental method in research by social psychologist. (5 marks)
2. a. Elaborately explain when and how Attitude influences behaviour. (5 marks)
- b. What are the cost and benefits of joining a group? (5 marks)
3. a. "The Advertisements play an important role in persuading individual's attitude". Comment. (5 marks)
- b. Explain the cognitive process underlying persuasion with the help of Elaboration Likelihood Model (ELM). (5 marks)
4. a. Explain what makes a group a group?
- b. Differentiate between classical conditioning and Instrumental conditioning (5 marks)
5. Write short Notes on following (2.5 marks each)
- a. Cognitive dissonance
- b. Theory of planned behaviour

- c. Social loafing
 - d. Social comparison theory
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Section B

Analyze the incidents given below and identify the social psychology phenomenon associated with it. Explain the phenomenon with respect to the incident. (3*5=15 marks)

1. Shweta was a champion in table tennis. She had participated in annual sports meet of her college and was confident of winning the table tennis championship but secured second position in it. She was disappointed but next moment she looked down to the lost team. It gave her happiness.
2. Sheena was getting late for the examination she rushed to her examination room. In a hurry to find her seat she fumbled and fell down. This incident gave professor an understanding that she is a clumsy girl. He never included her in important activity of the class.
3. Anu was a part of big social group which carried out various activities for the benefit of society. Anu generally was found not contributing much to the activities of the group she would rather find some time in between and go to café or chat on her smart phone. She felt that lack of her contribution would not affect the activity as other group members were very sincere.
4. Sameer was boy who avoided having packed food he always preferred to take fresh food. But the television advertisement of X brand of packed food boasted of containing high nutritional value. With this information Sameer started purchasing packed food of X brand. What kind of change it has bought in him?
5. Surya was an enthusiastic student who cherished good health but enjoyed smoking and going for the parties in the late night. Every next day he felt uneasy within for not maintaining the healthy routine. But to come out of that uneasy feeling he

justified that maintaining social relationship with friends is also important which cannot be undermined.

Two images are given. Taking the cues from the facial expression reflected in the image. Explain the causes of such phenomenon with the help of Excitation Transfer Theory. (5 marks)

