



**First Semester FYUGP Degree Supplementary Examination**  
**January 2025**  
**KU1DSCPSY101 - SOCIAL BEHAVIOUR**  
**2024 Admission onwards**

Time : 2 hours

Maximum Marks : 70

**Section A**

**Answer any 6 questions. Each carry 3 marks.**

1. Define Social cognition
2. How can metaphors shape our understanding of social issues?
3. How do schemas influence our encoding of social information?
4. State the basic premise of the facial feedback hypothesis.
5. Explain the purpose of impression management in social interactions.
6. Explain the role of noncommon effects in making inferences about others' behavior.
7. Identify the key components of the persuasion process.
8. Explain attitude formation through observational learning

**Section B**

**Answer any 4 questions. Each carry 6 marks.**

9. Assess the impact of the anchoring and adjustment heuristic on behaviour.
10. Explain representativeness heuristic and provide an example of how it might lead to a judgment error.
11. How does priming influence behavior and attitudes through the activation of schemas?
12. Propose a strategy for recognizing dark personality traits during first impressions. Describe specific cues and techniques that could be used.
13. Design a workshop that teaches people about the basic channels of nonverbal communication. Include the main topics and activities that will help participants understand and practice these channels.
14. Design a brief guide for new students on avoiding common attribution errors in social interactions. What advice would you prioritize?

### Section C

**Answer any 2 questions. Each carry 14 marks.**

15. Discuss the causes of social behaviour and thought. Examine the major avenues that social psychology is currently exploring.
16. How do social psychologists use different research methods to answer their questions about social world? Analyze ethical principles in social psychological research.
17. Explain the two models which explain how attitudes guide behavior