

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN  
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai - 600 044.

B.Sc.Psychology - END SEMESTER EXAMINATIONS - APRIL 2025

SEMESTER - VI

**24UPCCT6012 - Social Psychology - II**

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

### **Section B**

Answer any **SIX** questions ( $6 \times 5 = 30$  Marks)

1. Discuss the peripheral route to persuasion with examples.
2. Explain how group think affects decision-making and how it can be prevented.
3. What are the motivational sources of prejudice?
4. How does media violence and sexual violence contribute to aggression?
5. Explain the concept of social loafing and discuss its impact in workplace settings.
6. Discuss the consequences of prejudice in society.
7. Discuss the strategies to reduce aggression.
8. How does physical beauty influence attraction?  
Discuss with psychological theories.

### **Section C**

Answer any **THREE** questions ( $3 \times 10 = 30$  Marks)

9. Discuss the elements of persuasion with examples.
10. Critically analyze the role of deindividuation in aggression and group behavior.
11. Evaluate the cognitive and social sources of prejudice with real-world examples.
12. Explain the different theories of aggression in detail.
13. Assess the role of proximity and familiarity in interpersonal attraction and close relationships.

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