PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations – December 2025

Date: 24- 12-2025　　　　　　　　　　　**Time:** 09:30am – 12:30pm

School: SOLAS-PG	**Program:** MSc Psychology	
Course Code: MSP4104	**Course Name:** Psychology of Social Behavior	
Semester: I	**Max Marks**:100	**Weightage**:50%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	**16**	**31**	**79**	**44**	**-**

Instructions:

(i) Read all questions carefully and answer accordingly.

(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 3 marks.　　　　　**10Q x 3 M=30M**

1.	Mention any three factors or conditions that shape the social thought	3 Marks	L1	CO1
2.	Write any three nonverbal cues that are moderately revealing of deception.	3 Marks	L1	CO1
3.	Define stereotypes. What is 'glass ceiling effect'?	3 Marks	L1	CO2
4.	How does social categorization lead to prejudice?	3 Marks	L1	CO2
5.	What does community psychology deal with?	3 Marks	L1	CO3
6.	What is critical psychology?	3 Marks	L1	CO3
7.	What research methods are ideally used in community psychology?	3 Marks	L1	CO3
8.	Define culture	3 Marks	L1	CO4
9.	Mention any three mechanisms of cultural transmission.	3 Marks	L1	CO4
10.	Define misinformation with examples	3 Marks	L1	CO4

Part B

Answer Any Four Questions. Each Question Carries 10 Marks. **4Q x 10M=40M**

11.	Explain any two research methods widely used in social psychology	10 Marks	L2	CO1
	Or			
12.	Elaborate on the general aggression model (GAM)	10 Marks	L2	CO2

13.	Explain Bronfenbrenner's Ecological theory.	10 Marks	L2	CO3
	Or			
14.	How can the core values of Community Psychology shape the goals and practices in the field of psychology?	10 Marks	L2	CO3

15.	Using examples interpret mental health prevention and promotion in the light of collective social change.	10 Marks	L3	CO3
	Or			
16.	Interpret how Community Psychology challenges individualistic orientation of mainstream psychology	10 Marks	L3	CO3

17.	Misinformation, disinformation and malinformation considered as threats to democracy. Interpret.	10 Marks	L3	CO4
	Or			
18.	Apply concept of selective attention theory to explain how filter bubbles created by social media algorithms increases engagement.	10 Marks	L3	CO4

Part C

Answer Any Two Questions. Each Question Carries 15 Marks. **2Q x 15M=30M**

19.	Analyse the different ways in which prejudice and discrimination can be controlled in society	15 Marks	L4	CO2
	Or			
20.	Analyse Acculturation Framework and adaptation	15 Marks	L4	CO3

21.	Examine the concept of citizen participation as a mechanism for change	15 Marks	L4	CO3
	Or			
22.	Infer the role of algorithms in creating echo chambers and filter bubbles.	15 Marks	L4	CO4