

1

54319

ANSWER KEY ....SET 2

Q. 1. A . Environmental variables	3 marks
Biological variables – evolutionary Psychology	7 marks
B. What is science, it refers to 1. set of values 2. Several methods	2 marks
Core values – accuracy, objectivity, skepticism, open- mindedness.	5 marks
Is social psychology a science or common sense. explanation with examples.	3 marks
C. Definition of Social Psychology.	2 marks
Study of cognition and behavior	4 marks
Study of role of emotions	4 marks
Q. 2. A. Definition of heuristic	2 marks
Anchoring and Adjustment heuristic- definition, its powerful impact	4 marks
Status quo heuristics – definition, study by Eidelman et. al.	4 marks
B. Automatic processing, benefits, study by Dijksterhuis	10 marks
C. Define planning fallacy	2 marks
Why do we fall prey to planning fallacy- reality check, overlook obstacles, motivation to complete task, prone to planning fallacy	8 marks
Q.3. A. Stable and changing factors, Controllable and uncontrollable factors, personal choice, fate	10 marks
B. self serving bias , actor- observer effect,	5 marks each
C. Tactics – self enhancement, other enhancement	6 marks
Why do we engage in impression management	4 marks

2

Q.4.A. Theory of reasoned action, theory of planned behavior, implementation plan,  
Factors determining intentions 10 marks

B. Reactance, Forewarning 5 marks each

C. Define classical conditioning, conditioned stimulus, unconditioned stimulus, 10 marks  
Two path ways- direct and indirect route, subliminal conditioning, mere exposure,  
illusion of truth effect

Q.5. A. Survey, systematic observation 5 marks each

B. How our current mood influences our perceptions 10 marks  
Mood congruence effect, mood dependent memory  
Influence of mood on creativity, heuristics, interpretation of other's perception

C. Define implicit personality theory, instances seen in society, research on first-borns 10 marks

D. Direct methods- acquiring new information, inconsistency doesn't matter 10 marks  
Indirect methods- Self affirmation (example)

---