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Set 4

54382

Answer Key: SYBA Psychology Paper II Sem III

Q.1 A	Accuracy, Objectivity, Skeptism, Open-mindedness	10
B	Tools of neuroscience—PET scan , fMIR, event related potential, mirror neurons	10
C	Characteristics of other people Cognitive processes	05 05
Q.2 A	Definition of Schemas Impact of schemas on social cognition--- Attention, Encoding, Retrieval	02 08
B	Definition Metaphors Examples of metaphors, Impact of metaphors, Study by Landau et al, 2010	02 08
C	Affect and cognition : social neuroscience evidence for two separate systems one concerned with logical thought and other with affect with the potential of one influencing the other	10
Q.3A	Jones and Davis theory of correspondence inference	10
B	Facial expression as clues to others emotions	10
C	Asch's Research on impression formation	10
Q.4 A	ELM and heuristic model	05 marks each (10)
B	Persuasion	01
	Communicator, message and audience	03 marks each (09)
C	Attitude development through observational learning	10
Q.5 A	Definition Experimentation Basic nature: IV, DV , example of experimentation	02 08
B	Heuristic Anchoring and adjustment & representativeness	02 08 (4 marks each)
C	Scent & Body language	05 marks each (10)
D	Definition Cognitive dissonance with example Dissonance and attitude change less-leads to- more - effect	04 06