

Major Exam (HUL261)

Date 19/11/2021 | Max marks – 30 | Time – 2 hours | All questions compulsory.

Section A (16 Marks) [2 marks x 5 = 10 marks + 3 marks x 2 = 6 Marks]

Q.1 Explain the following concepts in 200 words or less. Each question carries 2 marks.

- i. Discovery of the Unconscious
- ii. Implicit Association Test
- iii. Facial Action Coding System
- iv. Banality of evil
- v. Vertical and Horizontal individualism

Q.2. Answer the following questions in 400 words or less. Each question carries 3 marks

- ✓i. What is Fundamental Attribution Error? Why do People make it?
- ✓ii. Discuss various motives underlying helping behaviour among humans.

Section B. Case Study (4 Marks=3+1; 700 word limit)

Q. 3. Surya is a 25-year astrophysics PhD student at a university who has got selected for a highly prestigious internship at The National Aeronautics and Space Administration (NASA), USA. He explains that while he had to fulfil all quality benchmarks set by NASA and prove his merit as a candidate, NASA followed an affirmative action policy in their selections and considered his LGBTQ background while making selections. Somehow the affirmative action policy followed by NASA became a hot topic of debate among the faculty and students in the university, creating a sense that such selections are discriminatory for meritorious students. Surya feels that all these discussions are directed at him, making him uneasy at other's gaze. In a recent class test, Surya performed poorly even after knowing all answers.

- i. Discuss any three psychological concepts that explain the causes and consequences of Surya's experience.
- ii. How do you think Psychology can help reduce negativity towards LGBTQ people in society?

Section C (10 Marks)

Q. 4. Explain what do you understand by heuristics in decision making. Taking the example of the anchoring and adjustment heuristic, design a marketing strategy as a manager of a large consumer product company to boost year-end sales. (5 marks = 1+4)

Q. 5. Explain the psychological principles underlying how we perceive the logo of a prominent NGO as shown here. (5 marks)

