

# **PSY403**

## **Final Term (Live Quiz)**

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**Past Papers for Mids./Finals are also Available**

### **Question 1:**

Attitude is positive or negative evaluation of an object, this definition is given by:

- McGarry ✓
  - Schuman
  - Barsalou
  - Rosch
- 

### **Question 2:**

According to researches, \_\_\_\_\_ people have strong immune system.

- Pessimistic
  - Gifted
  - Optimistic ✓
  - Progressive
- 

### **Question 3:**

Which of the following factor DOES NOT affect Persuasion?

- Authority
  - Source
  - Audience
  - Message variables ✓
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### **Question 4:**

Afro Caribbean males are often labeled as \_\_\_\_\_ man and are considered dangerous.

- Courageous
  - Angry black ✓
  - Short tempered
  - Happy black
- 

**Question 5:**

Which of the following is not a part of social identity?

- Daughter ✓
  - Muslim
  - Punjabi
  - Pakistani
- 

**Question 6:**

Which of the following conditioning is strengthened following rewards and weakened following punishments?

- Traditional conditioning
  - Operant conditioning ✓
  - Natural conditioning
  - Classical conditioning
- 

**Question 7:**

Which of the following factor DOES NOT affect dissonance?

- Observation ✓
  - Investment
  - Freedom of choice
  - Justification
- 

**Question 8:**

Smiling causes facial muscles to increase the flow of air-cooled blood to the brain that produces:

- Unpleasant mood

- Neutral mood
  - Stress
  - Pleasant mood ✓
- 

**Question 9:**

Ronald Reagan was a(n) \_\_\_\_\_ president.

- French
  - Australian
  - German
  - American ✓
- 

**Question 10:**

Archival study showed \_\_\_\_\_ correlation between pessimistic style and health problems.

- Nil
- Positive ✓
- Unpredictable
- Negative

1. Who among the followings is the nephew of Freud, used attractive “liberated” women in an ad campaign for the cigarette industry to serve as a “torch of freedom” symbol?

Options:

- A) Edward Bernays (Correct)
- B) Albarrachin
- C) Kumkale
- D) Ana Freud

2. The \_\_\_\_\_ the time between attitude measurement and behavior, more likely the attitude will change.

Options:

- A) Shorter (Correct)
- B) Shorter
- C) Simple
- D) Simple

3. A child suspended from school because his teacher caught him while doing smoking in the playground is an example of \_\_\_\_\_.

Options:

- A) Operant conditioning (Correct)
- B) Operant conditioning
- C) Modelling
- D) Observational learning

4. Blanchard et al. (1975) showed that cooperation works best when the outcome of the superordinate goal is \_\_\_\_\_.

Options:

- A) Unsuccessful
- B) Weak
- C) Successful (Correct)

5. If your friend has a car accident, he will start to avoid driving due to \_\_\_\_\_, but if you avoid or dislike driving, it will be the result of observational learning.

Options:

- A) Subliminal conditioning
- B) Classical conditioning
- C) Imitation (Correct)
- D) Operant conditioning

6. Which of the following will not be used if you want to make a persuasive message?

Options:

- A) Kindness
- B) Humor
- C) Repetition (Correct)

7. Persuasion is attitude change via a/an \_\_\_\_\_ message.

Options:

- A) Ordinary
- B) External
- C) Important
- D) Internal (Correct)

8. Cognitive dissonance is attitude change via \_\_\_\_\_.

Options:

- A) Internal discrepancy (Correct)
- B) External message
- C) Communication
- D) Internal consistency

9. Adorno, Frenkel-Brunswick, Levinson, & Stanford (1950) constructed the \_\_\_\_\_ scale to measure authoritarian personality.

Options:

- A) Fascist (F-Scale) (Correct)
- B) Five factor
- C) MMPI
- D) CPI

10. Afro Caribbean males are often labeled as \_\_\_\_\_ man and are considered dangerous.

Options:

A) Angry black (Correct)

B) Short-tempered

C) Courageous

D) Happy black

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