

CHAPTER-6 | Attitude and Social Cognition

QUIZ
PART-02

1. Attitude formation refers to the development of an individual's predisposition to respond:
- A. Only in a positive manner
 - B. Only in a negative manner
 - C. Favorably or unfavorably toward objects, people, or ideas
 - D. Without any evaluation (C)

Explanation: Attitude formation is the process of developing predispositions to respond favorably or unfavorably.

2. Which process involves pairing a neutral object with a stimulus to elicit a positive or negative response?
- A. Operant conditioning
 - B. Classical conditioning
 - C. Socialization
 - D. Cognitive consistency (B)

Explanation: Classical conditioning creates associations between neutral stimuli and responses.

3. A student praised for good behavior in class develops a positive attitude toward discipline. This illustrates:
- A. Observational learning
 - B. Socialization
 - C. Operant conditioning
 - D. Personal experience (C)

Explanation: Operant conditioning forms attitudes based on reinforcement and punishment.

4. Observing parents respect all religions and adopting a similar attitude reflects:
- A. Personal experience
 - B. Cognitive dissonance
 - C. Observational learning
 - D. Classical conditioning (C)

Explanation: Observational learning involves modeling attitudes by imitating role models.

5. Which factor emphasizes internal discomfort when thoughts and behaviors are inconsistent?
- A. Cognitive consistency
 - B. Cognitive dissonance
 - C. Message clarity
 - D. Personal experience (B)

Explanation: Festinger's concept of cognitive dissonance highlights tension due to inconsistencies.

6. Which audience is considered easiest to persuade according to attitude change research?
- A. People with very high self-esteem
 - B. People with very low self-esteem
 - C. People with moderate self-esteem
 - D. People with no self-esteem differences (C)

Explanation: Individuals with moderate self-esteem are most receptive to attitude change.

7. Which type of message is generally more persuasive?
- A. One-sided messages
 - B. Messages lacking clarity
 - C. Two-sided messages
 - D. Messages without logic (C)

Explanation: Two-sided messages, presenting both sides, are more credible and persuasive.

8. Which mode of communication is found to be most persuasive?
- A. Written letters
 - B. Social media only
 - C. Face-to-face interaction
 - D. Recorded messages (C)

Explanation: Face-to-face communication is more influential due to personal engagement.

9. Which of the following is NOT a technique for attitude change?
- A. Group discussions
 - B. Legislation and law enforcement
 - C. Role plays
 - D. Ignoring conflicting information (D)

Explanation: Ignoring information does not promote change, while persuasion, law, and role plays do.

10. The statement "Leon Festinger gave the concept of cognitive dissonance" is:
- A. True
 - B. False (A)

Explanation: Festinger is credited with developing the cognitive dissonance theory.