

CHAPTER-6 | Attitude and Social Cognition

QUIZ
PART-05

1. Which of the following is NOT a component of attitude?
- A. Cognitive
 - B. Emotional
 - C. Physical
 - D. Behavioural (C)

Explanation: Attitude consists of cognitive, affective (emotional), and behavioral components; "physical" is not included.

2. Which is an example of learning attitude by association?
- A. Observing someone being punished
 - B. Linking a subject with the qualities of a teacher
 - C. Receiving rewards for performing well
 - D. Reading news articles (B)

Explanation: Association occurs when a neutral object (subject) is linked with another stimulus (teacher's qualities), shaping attitudes.

3. The concept of balance theory was proposed by:
- A. Leon Festinger
 - B. S.M. Mohsin
 - C. Fritz Heider
 - D. Richard LaPiere (C)

Explanation: Fritz Heider introduced balance theory, explaining how people seek consistency in attitudes.

4. Which of the following is NOT a factor influencing attitude formation?
- A. Family and school environment
 - B. Personal experiences
 - C. Hormonal changes
 - D. Media-related influences (C)

Explanation: Hormonal changes are not mentioned; environment, experiences, and media do play important roles.

5. Which mode of communication is generally more effective in attitude change?
- A. Emails
 - B. Letters
 - C. Face-to-face interaction
 - D. Radio announcements (C)

Explanation: Face-to-face communication engages the target directly, making it more effective for persuasion.

6. The tendency to blame a minority group for majority problems is called:
- A. Stereotyping
 - B. Ingroup bias
 - C. Scapegoating
 - D. Kernel of truth (C)

Explanation: Scapegoating shifts blame unfairly onto minority groups, reinforcing prejudice.

7. Which of the following is an example of incongruent attitude change?
- A. Becoming more positive about a subject after liking the teacher
 - B. Becoming more negative about women empowerment after reading about powerful women
 - C. Staying neutral after receiving new information
 - D. Developing a positive attitude toward health after reading about yoga (B)

Explanation: Incongruent change occurs when attitudes shift in the opposite direction of earlier beliefs.

8. The "kernel of truth" concept suggests that:
- A. Stereotypes are fully accurate
 - B. Stereotypes are always false
 - C. Stereotypes have some partial truth
 - D. All prejudice is imagined (C)

Explanation: This concept suggests stereotypes may contain a small element of truth, though they are often exaggerated.

9. Which of these is NOT a feature of an attitude?
- A. Centrality
 - B. Simplicity or Complexity
 - C. Reversibility
 - D. Extremeness (C)

Explanation: Centrality, complexity, and extremeness are features of attitudes, but "reversibility" is not listed.

10. Holding two contradictory beliefs at once, leading to discomfort, is termed:
- A. Balance theory
 - B. Kernel of truth
 - C. Cognitive dissonance
 - D. Attribution (C)

Explanation: Cognitive dissonance refers to psychological discomfort caused by inconsistent beliefs.