



1. Which of the following is NOT a component of attitude?

- A. Cognitive
- B. Affective
- C. Reflective
- D. Behavioural (C)

Explanation : The three components of attitude are Cognitive (thoughts), Affective (emotions), and Behavioural (actions). Reflective is not a component.

2. Valence of an attitude refers to:

- A. Strength of attitude
- B. Number of components
- C. Positive or negative orientation
- D. Complexity of belief (C)

Explanation : Valence indicates whether an attitude is positive, negative, or neutral.

3. Which of these methods is used to learn attitudes through observation?

- A. Conditioning
- B. Modelling
- C. Association
- D. Reinforcement (B)

Explanation : Modelling is learning attitudes by observing others' behaviours and their consequences.

4. Cognitive dissonance occurs when:

- A. Two attitudes match
- B. Emotional and behavioural components are equal
- C. Thoughts conflict with actions
- D. Learning is complete (C)

Explanation : Cognitive dissonance is a mental discomfort caused by conflicting beliefs and actions.

5. Which concept uses the P-O-X triangle to explain attitude change?

- A. Two-step theory
- B. Balance theory
- C. Self-perception theory
- D. Kernel of truth (B)

Explanation : The balance theory explains attitude change using the P-O-X (Person-Other-X) triangle.

6. Prejudice includes which of the following components?

- A. Only belief
- B. Only action
- C. Belief, emotion, and behavior
- D. Only emotion (C)

Explanation : Prejudice consists of cognitive (stereotypes), affective (hatred), and behavioural (discrimination) components.

7. Which of the following factors can reduce prejudice?

- A. Ingroup favouritism
- B. Isolation
- C. Intergroup contact
- D. Scapegoating (C)

Explanation : Direct, cooperative contact between groups can help reduce prejudice and mistrust.

8. What does 'centrality' of an attitude indicate?

- A. Its number of components
- B. Its impact on other attitudes
- C. Its level of awareness
- D. Its emotional intensity (B)

Explanation : Centrality refers to how much an attitude influences other attitudes in a person's system.

9. Which strategy is NOT used to handle prejudice?

- A. Education
- B. Group conflict
- C. Intergroup contact
- D. Individual identity emphasis (B)

व्याख्या : Group conflict increases prejudice. Strategies like education and contact reduce it.

10. What does the two-step concept of attitude change involve?

- A. Fear and persuasion
- B. Punishment and reward
- C. Identification and imitation
- D. Emotion and logic (C)

Explanation : In the two-step concept, attitude changes occur through identification with the source and imitation of behaviour.