

CHAPTER-6 | Attitude and Social Cognition

QUIZ
PART-04

1. An attitude is best defined as:
A. A random habit of behavior
B. A state of mind with evaluative features
C. A reflexive action to a stimulus
D. A temporary emotional reaction (B)

Explanation: Attitude is a state of mind involving evaluative views (positive, negative, or neutral) toward an object.

2. Which component of attitude reflects emotional feelings toward the object?
A. Cognitive
B. Behavioral
C. Affective
D. Centrality (C)

Explanation: The affective component refers to the emotional aspect of an attitude.

3. Which method of learning attitudes involves reinforcement through reward and punishment?
A. Association
B. Modelling
C. Information exposure
D. Operant conditioning (D)

Explanation: Rewards and punishments strengthen or weaken attitudes, an example of operant conditioning.

4. Which of the following is NOT a factor influencing attitude formation?
A. Media influences
B. Family and school environment
C. Peer groups
D. Genetic inheritance (D)

Explanation: While environment, media, and peers shape attitudes, genetic inheritance is not listed as a factor.

5. In LaPiere's study, hotels served a Chinese couple politely but later denied accommodation in surveys. This shows:
A. Cognitive dissonance
B. Consistency between attitude and behavior
C. Inconsistency between attitude and behavior
D. Social learning (C)

Explanation: The study revealed discrepancies between expressed attitudes and actual behavior.

6. Which of the following best differentiates prejudice from stereotype?
A. Both are emotional responses
B. Prejudice is cognitive, stereotype is emotional
C. Stereotype is cognitive, prejudice is affective and biased
D. Both are behavioral expressions (C)

Explanation: Stereotypes are cognitive generalizations, while prejudice involves negative emotion and bias.

7. Which statement is true about prejudice and discrimination?
A. They always occur together
B. Prejudice can exist without discrimination, and vice versa
C. Discrimination always requires prejudice
D. Prejudice never influences behavior (B)

Explanation: Prejudice is internal attitude, discrimination is behavior; each can occur independently.

8. Which technique would be most effective in changing a friend's junk food eating habit?
A. Ignoring the behavior
B. Emotional appeal and cognitive dissonance
C. Genetic intervention
D. Rewarding unhealthy eating (B)

Explanation: Highlighting inconsistencies (cognitive dissonance) and using emotional appeal encourage change.

9. Modeling as a method of attitude change involves:
A. Punishing negative attitudes
B. Setting an example for others to follow
C. Reframing through logic
D. Ignoring the problem (B)

Explanation: Modeling influences others by demonstrating the desired attitude through example.

10. Emotional appeal in attitude change works by:
A. Suppressing negative thoughts
B. Using logical reasoning only
C. Highlighting long-term risks and benefits
D. Removing exposure to media (C)

Explanation: Emotional appeal influences attitudes by connecting behavior with long-term health or social consequences.