

THE OPEN UNIVERSITY OF SRI LANKA  
FACULTY OF HEALTH SCIENCES  
DEPARTMENT OF PSYCHOLOGY & COUNSELLING  
ACADEMIC YEAR 2020/2021 – SEMESTER II



**BSC HONS IN PSYCHOLOGY**  
**PLU 3308 - SOCIAL PSYCHOLOGY- LEVEL 3**  
**CONTINUOUS ASSESSMENT TEST – NBT I**  
**DURATION: 01 HOURS**

DATE: 03<sup>rd</sup> JUNE 2022

TIME: 1.00P.M – 2.00P.M

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**IMPORTANT INSTRUCTIONS/ INFORMATION TO CANDIDATES**

- This question paper consists of 10 pages with TWO sections

**Section 1: 20 Multiple Choice Questions - (40 Marks)**

**Section 2: 12 Short Answer Questions - (60 Marks)**

- Write your INDEX NO in the space provided.
- **Multiple Choice Questions (Section 1):** Indicate answers in the ANSWER SHEET provided by placing a cross (X) in INK in the relevant cage (answers in pencil will NOT be marked)
- **Structured Essay Questions (Section 2):** Write the answer within the space provided.
- Do NOT remove any page/part of this question paper from the examination hall.
- Do NOT keep unauthorized materials, including mobile phones and other electronic equipment, with you during the examination

**SECTION 1: Multiple Choice Questions (20 Questions-40 Marks)**

- 1.1. Which one of the following persons conducted the first experiment in social psychology?
- a Milgram
  - b Hegal
  - c McDougle
  - d Triplet
- 1.2 Which one of the following concepts described by **Gustave Le Bon**?
- a Crowd behaviour
  - b Social costs
  - c Group mind
  - d Social self
- 1.3 Which one of the following studies conducted by **Hatfield and Burscheid** in 1969?
- a Pro-social behaviour and group mind
  - b Attraction and aggression
  - c Intimacy, relationships, and attraction
  - d Group mind, pro-social behaviour, and attraction
- 1.4 Which one of the following persons done the experiment on norm formation that caught the attraction of most psychologists?
- a Milgram
  - b Sheriff
  - c Allport
  - d Norman
- 1.5 Which one of the followings can be considered as basic needs of the individuals?
- a Belongingness needs
  - b Security needs
  - c Aesthetic needs
  - d Biological needs

- 1.6 “According to the existing research evidence, the Asian population emphasize more ..... self-compared to Western people”. Which one of the following is the correct answer?
- a Independent
  - b Interdependent
  - c Introverted
  - d Extroverted
- 1.7 “Social psychologists explain that some people are involved in antisocial behaviours by spreading ..... and .....” Select the correct answer.
- a Aggression, prejudice
  - b Prejudice, pro-social behaviours
  - c Frustration, stereotypes
  - d Aggression, stereotypes
- 1.8 “In ....., ..... published his book titled Social Psychology” Which one of the following is the correct answer?
- a 1916, McDougall
  - b 1908, Edward Ross
  - c 1920, Allport
  - d 1930, Norman Triplett
- 1.9 “..... claimed that propaganda becomes powerful when there was both fear and ignorance”. Which one of the following is the correct answer?
- a Edward Guthrie
  - b Carl Hovland
  - c Leon Festinger
  - d Solomon Asch

- 1.10 “The well-known Stanford prison experiment was done by ..... in .....” Which one of the following is the correct answer?
- a Philip Zimbardo, 1971
  - b Stanley Milgram, 1961
  - c Leon Festinger, 1954
  - d Carl Hovland, 1946
- 1.11 “In ....., ..... were developed by Fritz”. Which one of the following is the correct answer?
- a 1958, theories on attribution
  - b 1962, theories on group dynamic
  - c 1975, theories on prejudice
  - d 1964, theories on altruism
- 1.12 “The European Association of Experimental Social Psychology (EAESP) was found in .....” Which one of the following is the correct answer?
- a 1996
  - b 1986
  - c 1976
  - d 1966
- 1.13 “Social comparison theory found by ..... in .....” Which one of the following is the correct answer?
- a Kurt Levin, 1965
  - b Stanley Milgram, 1961
  - c McDougall, 1964
  - d Festinger, 1954
- 1.14 Which one of the following studies carried out by **Leonard Berkowitz**?
- a Aggressive behaviour and altruism
  - b Group dynamics
  - c Cultural influences on self
  - d Social costs and values

- 1.15 Who formed the “Yale Communication and Attitude Change Program”?
- a Stanley Milgram
  - b Gordon Allport
  - c *Carl Hovland*
  - d Leon Festinger
- 1.16 “In social psychology, the negative outcomes that we give and receive when we interact with others are considered as .....” Which one of the following is the correct answer?
- a Attributes
  - b Negative consequences
  - c Social reactions
  - d Social costs
- 1.17 “The Asian Association of Social Psychology was founded in ..... and held its first conference in .....” Which one of the following is the correct answer?
- a 1980, Islamabad
  - b 1992, Beijing
  - c 1995, Hong Kong
  - d 1985, Delhi
- 1.18 “..... is a knowledge representation that includes primarily our liking or disliking of a person, thing, or group”. Which one of the followings is the correct answer?
- a An attribute
  - b A social norm
  - c A prejudice
  - d An attitude

- 1.19 “The sharing of goods, services, emotions, and other social outcomes is known as .....  
in social psychology”. Which one of the followings is the correct answer?
- a Social exchange
  - b Helping behaviours
  - c Cultural practices
  - d Social responsibility
- 1.20 Which year the European Journal of Social Psychology was launched in?
- a 1961
  - b 1971
  - c 1981
  - d 1991

INDEX NO: .....

**ANSWER SHEET FOR SECTION-1**

Q. No.	(a)	(b)	(c)	(d)
1.1				
1.2				
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**SECTION 2: SHORT ANSWER QUESTIONS (60 MARKS)**

**All questions are compulsory**

2.1 Prove social psychology as a scientific study of human behavior with a relevant definition.  
(5 marks)

2.2 Explain Kurt Levin’s formula to understand the social influence on an individual’s desires.  
(5 marks)

2.3 Distinguish the difference between Psychology and Social Psychology. (5 marks)

2.4 Elucidate the influences of other disciplines on social psychology. (5 marks)



- 2.5 Briefly present the origin of social psychology. (5 marks)
- 2.6 What is the 'ABC' concept in social psychology? (5 marks)
- 2.7 Clarify what social cognition is. (5 marks)
- 2.8 Describe what social exchange is in social psychology. (5 marks)
- 2.9 Present the influence of social costs on human behavior. (5 marks)
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2.10 Explain the difference between the independent and interdependent self of the individuals.  
(5 marks)

2.11 Describe the contribution of Muzafer Sherif to shaping the field of social psychology. (5 marks)

2.12 What are the newly developed directions of social psychology? (5 marks)

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-----END OF QUESTION PAPER-----