

THE OPEN UNIVERSITY OF SRI LANKA  
FACULTY OF HEALTH SCIENCES  
DEPARTMENT OF PSYCHOLOGY & COUNSELLING  
ACADEMIC YEAR 2018/2019 – SEMESTER II



BACHELOR OF SCIENCE HONOURS IN PSYCHOLOGY

PLU3308 - SOCIAL PSYCHOLOGY-LEVEL 3

ACADEMIC YEAR 2018/2019 - SEMESTER II

CONTINUOUS ASSESSMENT TEST I - NBT I

DATE: 06<sup>th</sup> JULY 2019

TIME: 9:00 AM – 10:00 AM

REGISTRATION NO:.....

**IMPORTANT INSTRUCTIONS/INFORMATION TO CANDIDATES**

- This paper consists of 11 pages with two sections  
Section 1: 20 multiple Choice Questions (40 Marks)  
Section 2: 12 Short Answer Questions (60 Marks)
- Write your Registration Number in the space provided.
- Answer ALL questions.
- **Multiple Choice Questions (Section 1):** Indicate answers in the sheet provided by placing a cross (X) in INK in the relevant cage (answers in pencil will NOT be marked)
- **Short Answer Questions (Section 2):** Write answers within the space provided.
- Do NOT remove any page/part of this question paper from the examination hall.
- Do NOT keep unauthorized material, including mobile phones and other electronic equipment, with you during the examination.

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**SECTION 1: MULTIPLE CHOICE QUESTIONS (20 QUESTIONS - 40 MARKS)**

- 1.1 Social psychology can be defined as the scientific study of
- How people's reactions to others develop over the life cycle.
  - How people's thoughts, feelings, and behaviors are influenced by others.
  - How the brain influences the development of social reactions.
  - How societal forces contribute to the development of mental illness.
- 1.2 Social psychology is the ultimate bridge discipline. Because it;
- connects laboratory findings with clinical applications.
  - provide a careful description of social behavior with theoretical explanation.
  - connects multiple perspectives on social behavior, from anthropology, economics, and other disciplines.
  - links psychology and sociology.
- 1.3. Evolutionary perspective of social behavior;
- considered past learning experiences as determinants of a person's social behaviors.
  - searches for causes of social behavior in the physical and psychological predispositions that helped our ancestors survive and reproduce.
  - focuses on the mental processes involved in paying attention to, interpreting, and remembering social experiences.
  - searches for causes of social behavior which is influenced by larger social groups.

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1.4 Which example is best describes a person–situation interaction?

- a. A woman in a sad mood donates to a charity to make herself feel better.
- b. A man is more likely to honk his horn on a hot humid day than on a comfortable day.
- c. People from collectivistic culture are more helpful than people from Individualistic culture.
- d. A student who did not study well was getting faint at the examination hall.

1.5 Complete the sentence with appropriate answer from below.

The great strength of .....is that it tends to occur in real-world settings where it can examine questions regarding important factors like race, sex, and social status.

- a. correlational research
- b. field experimentation
- c. laboratory experimentation
- d. quasi-experimentation

1.6 The study of virtuous behaviors and optimal group performance directly links Social Psychology with;

- a. Clinical Psychology.
- b. Cognitive Neuroscience
- c. Environmental Psychology.
- d. Positive Psychology.

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- 1.7 The subjective evaluation we have of ourselves can be described as;
- Self-awareness.
  - Self-esteem.
  - Self-regulation.
  - Self-schemas.
- 1.8 If a woman is highly self-schematic on her body weight, she would tend to;
- be susceptible to change her attitudes about her weight.
  - be a low self – monitor.
  - answer weight- related questions more quickly than neutral questions.
  - compulsively attend to others' eating habits.
- 1.9 Which of the following individuals readily adjust their behavior in response to external circumstances?
- Self-monitoring people.
  - Depressed people.
  - Unintelligent people.
  - Elderly people.
- 1.10 Kamala is a social activist who is conducting awareness programmes to reduce smoking in the society. Which of the following is a component of Kamala's attitude toward smoking?
- Kamala believes smoking is harmful to one's health.
  - Kamala dislikes the fact that people are permitted to smoke in vehicles of public transportation.
  - Kamala is actively working for legislation which would outlaw the sale of cigarettes.
  - All of the above are part of Kamala's attitude toward smoking.

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1.11 Identify which heuristic is explained below.

When a person makes a judgment of whether someone is aggressive or not, is determined by how many relevant instances of aggressive behavior one can recall.

- a. representativeness heuristic
- b. availability heuristic
- c. anchoring and adjustment heuristic
- d. visual imagery

1.12 Which of the following distinguishes the correlational method from an experiment?

- a. The correlational method uses a smaller group of subjects.
- b. The correlational method enables researchers to study social attitudes.
- c. No attempt is made to systematically manipulate one or more factors in the correlational method.
- d. Use some type of statistical analysis to determine the strength of the relationship.

1.13 Which of the following describes the subjective emotional experience which occurs independent of the physiological arousal?

- a. The theory of Lazarus.
- b. Stanley Schachter's two factor theory
- c. Cannon-Bard theory.
- d. James-Lange theory.

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1.14. A mother asked her daughter to sweep her room. Once she agreed and started to sweep, she was asked to sweep the entire house. This can be described as;

- a. Foot in the door
- b. Door in the face
- c. Anchoring
- d. Authority

1.15 In an experimental study which examines the effects of failure on self-esteem, one can identify self-esteem as the;

- a. Control condition.
- b. Independent variable.
- c. Dependent variable.
- d. Experimental condition.

1.16 Advertisers use “famous people and experts” for their advertisements. This persuasion strategy is known as;

- a. Scarcity
- b. Social proof
- c. Authority
- d. Reciprocity

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- 1.17 A girl would like to participate in her school concert. She is an excellent singer and has been taking vocal lessons for years. However, she does not have much experience as a dancer. Her teacher asks this girl to present a dancing item with a song. Based on the theory of social facilitation, how would the presence of an audience affect the girl's performance in the play?
- a) Her dancing will improve. But his Signing will be impaired.
  - b) Both his singing and dancing will improve.
  - c) Both his singing and dancing will be impaired.
  - d) His singing will improve. But his dancing will be impaired.
- 1.18 Which theory is concerned with how ordinary people explain the causes of behavior and events?
- a. Impression theory
  - b. Inferential analysis theory
  - c. Cognitive dissonance theory
  - d. Attribution theory
- 1.19 When a person sees homeless people on the street, he refuses to give them money because he believes that they are the ones that got themselves into the situation. Also, he thinks that they need to get themselves out of it. What principle in Social Psychology is he demonstrating?
- a. Other-race effect.
  - b. Mere exposure effect.
  - c. Fundamental attribution error.
  - d. Bystander effect.

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1.20 According to the actor – observer effect, actors tend to attribute their action to which of the following factors?

- a. Situational
- b. Internal
- c. Unstable
- d. Dispositional



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REGISTRATION NO:.....

ANSWER SHEET FOR SECTION - 1

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**SECTION 2: SHORT ANSWER QUESTIONS (12 QUESTIONS – 60 MARKS)**

**WRITE ANSWERS ONLY WITHIN THE SPACE PROVIDED.**

**(ANSWER ALL QUESTIONS)**

2.1. What is ABC of Social Psychology? Briefly describe with an appropriate example.

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2.2 What is Cognitive Dissonance Theory? Briefly explain with an example

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2.3. What is an experimental research? List two advantages and two disadvantages of experimental research.

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2.5. Explain why it is difficult to infer causality from correlation.

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2.6. Briefly describe four principles of ethical research that most concern social psychologists.

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2.7 Briefly describe Control theory of self-regulation.

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2.8. What is automatic thinking? Briefly describe two heuristics that individuals commonly use in every day life.

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2.9. Briefly explain how positive and negative emotions affect judgments.

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2.10 Define an attitude? List the methods of attitude formation?

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2.11 List different types of persuasion strategies and briefly describe one of them with an example.

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2.12 What is Kelley's Covariation Model?

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

