

THE OPEN UNIVERSITY OF SRI LANKA  
FACULTY OF HEALTH SCIENCES  
DEPARTMENT OF PSYCHOLOGY & COUNSELLING  
2022/2023 – SEMESTER I—FINAL EXAMINATION



**BSC (HONS) IN PSYCHOLOGY**  
**PLU 6303: APPLIED PSYCHOLOGY – LEVEL 6**  
**FINAL EXAMINATION PAPER**  
**DURATION: 03 HOURS**

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DATE: 17.03.2023

TIME: 9.30 a.m. -12.30 p.m.

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**SECTION 2: STRUCTURED ESSAY QUESTIONS (60 MARKS)**

Choose 04 out of the 06 questions given below and answer using the provided answer sheets.

**2.1 “Advertisement is used to sell everything from health care to automobiles to household products. There are many ways to advertise, and many methods used to entice the American consumer to buy”.**

- a) Define the role of psychology in advertising and its application. (5 marks)
- b) Describe key psychological concepts and approaches in advertising. (5 marks)
- c) Discuss the influence of psychological approaches used for effective advertising. (5 marks)

**2.2 Describe health as a holistic concept and evaluate theoretical concepts to health behaviour and practice. (15 marks)**

**2.3 Describe and define different forms of Domestic Violence considering following areas. (Risk factors contributing to Domestic Violence, physical and psychological impact of Domestic Violence)**

**2.4 Explain the physical and psychological impact of trauma on victims and perpetrators and evaluate the current provision of assessment and support available for trauma related issues in Sri Lanka with examples. (15 marks)**

**2.5 Describe the importance of sports and exercise psychologists to Sri Lankan sports industry and explain the role of sports psychologists to enhance performance. (15 marks)**

2.6 Answer any three of the following.

- a) Role of Clinical Psychologist
- b) Role of Forensic Psychologist
- c) Role of Organizational Psychologist
- d) Role of Counselling Psychologist
- e) Role of Positive Psychologist

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