

**THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT DEGREE PROGRAMME – LEVEL 3
ASSIGNMENT TEST - 2007
SOCIAL PSYCHOLOGY OF ORGANIZATION – MCU 1204**



Date : 27.05.2007

Time : 10.00 a.m – 12.00 noon

DURATION TWO(02) HOURS

Answer any three (03) questions including question No. 1

1. Read the following carefully and answer the questions below.

Famous Coin Experiment by Burner

Two groups of individuals were taken for the experiment. One group was from the lower economic status and the other was from the higher economic status. Each individual was experimented in a situation where he placed vertically a coin few feet away on table in front of the individual. Each individual was asked to estimate the size of diameter of the coin. He found that individuals who came from lower economic status overestimated the size of coin and those who came from the higher economic status underestimated the size of the coin.

Source: Singh et al, 1994

- I. Explain why?
 - II. What are the possible limitations of this coin experiment? Explain
2. The Self-Concept influences thoughts and behaviour but it is also influenced by society. Discuss.
 3. Leadership cannot be explained in terms of either personality traits or situational variables. Discuss
 4. How could social psychological research on attitude change help if you wanted to plan an advertising campaign for a new product