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UNIVERSITY OF GHANA

B.A. FIRST SEMESTER EXAMINATIONS, 2014-2015

INSTITUTE OF CONTINUING AND DISTANCE EDUCATION (I.C.D.E)

SOCI 323 SOCIAL PSYCHOLOGY (3 CREDITS)

INSTRUCTIONS TO CANDIDATES:

Answer **ALL** Questions in Section A and **ONLY ONE** Question in Section B.

Answer the questions in section A on the Question Paper and the answer to Section B in the answer booklet provided. Answer to the Question in Section B should not exceed 3 pages. Answers in excess of 3 pages shall be penalised.

TIME ALLOWED: TWO AND A HALF HOURS

SECTION A: ANSWER ALL QUESTIONS (40 MARKS)

1. Social Psychology is considered a science because it employs the principles of
 - a. Beneficence, Justice, Scepticism and Openness
 - b. Scepticism, Accuracy, Open-mindedness and Objectivity
 - c. Objectivity, Scepticism, Empiricism, Open-mindedness
 - d. None of the above

2. Experiments are useful because they

- a. Establish cause-effect relationships
- b. Can produce large volumes of data in a short time
- c. Can be replicated
- d. All the above

3. The history and growth of Social Psychology according to Franzoi (2002) can be grouped into four phases namely,

- a.
- b.
- c.
- d.

4. Behaviour can yield correspondent inferences when it has any of these characteristics.

- A) It is Simplistic
- B) It is Socially Desirable
- C) It produces Non-Common Effects
- D) All of the above

5. Sex roles are learnt through

- a) Reinforcements
- b) Modelling and observation
- c) Sexual identification
- d) None of the above

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6. The form of learning in which one stimulus, initially neutral, acquires the capacity to evoke reactions through repeated pairing with another stimulus is known as

- a) Instrumental Conditioning
- b) Classical Conditioning
- c) Learning based on Reinforcements
- d) None of the above

7. The credibility of a source of a persuasive message is based on two factors namely

- a)
- b)

8. Fear inducing messages are persuasive and lead to attitude change when four conditions exist. Name these

- a)
- b)
- c)
- d)

9. The theory that the first information we receive is the most influential in forming impressions is known as the primacy effect. The **primacy effect** occurs because of

- a. The change of meaning effect
- b. Discounting Hypothesis
- c. The central trait
- d. None of the above

10. Give two reasons why a two-sided message is more persuasive than a one-sided one.

- a.
- b.

11. Conversational narcissists are

- a. Sensation seeking
- b. Impulsive
- c. Self-focused
- d. None of the above
- e. All of the above

12. Downward social comparison occurs when individuals want to

- a) Adapt to the views of others
- b) Enhance their self-image
- c) None of the above
- d) All of the above

13. Social anxiety leads to

- a. Loneliness
- b. The avoidance of social interaction
- c. Social isolation
- d. None of the above
- e. All the above

14. What is the **Homeostatic principle**? Explain in not more than two sentences.

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15. Mention four functions of attitudes.

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- a.
- b.
- c.
- d.

16. Self-awareness manifests at three levels. Name these three levels of self-awareness.

- a.
- b.
- c.

17. Strong forms of coercion undermine dissonance.

- a. True
- b. False

18. State two limitations of the observation method of research.

- a.
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- b.
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19. What is social Psychology? Define in not more than two words.

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20. What is the 'sleeper Effect'? Explain, in not more than two sentences.

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SECTION B: ANSWER ONLY ONE QUESTION (30 MARKS)
YOUR ANSWER SHOULD NOT EXCEED THREE (3) PAGES

1. Identify and explain the tenets of the Correspondence Inference Theory using illustrative examples.
2. Identify and discuss five differences between the correlational and experimental methods of research.
3. 'Proximity leads to attraction'. Do you agree with this statement? Provide a basis for your reasoning.
4. Write short notes on **any one** of the following:
 - a. Self -Perception
 - b. Persuasion

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