



062

UNIVERSITY OF RUHUNA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration Degree Programme 2000 Level

Second Semester End Examination (March 2022)

Academic Year 2021/2022

MKT 22523 – Social Psychology

Duration: Three hours

The question paper contains five (05) questions.

Answer all questions.

Question 01

- Briefly explain the difference between Social Psychology and Personality Psychology. (04 Marks)
- Briefly explain how construal cause differences in human behaviour. (04 Marks)
- Explain the role of schemas in automatic thinking. (06 Marks)

[Total 14 Marks]

Question 02

- “Cultural differences influence non-verbal communication”. Discuss the statement using appropriate examples. (06 Marks)
- “Self-identity formation on social media is challenging due to the context collapse. Hence, people adopt different strategies to form audience-focused identities on social media”. Discuss the validity of the above statement. (08 Marks)

[Total 14 Marks]

Question 03

- a. Explain how attitudes can predict spontaneous behaviors and deliberative behaviors. (06 Marks)

- b. A group of university students (representing all academic years) is listening to an industry expert delivering a speech about the competition in the current job market. Explain how persuasive communication can influence these students in changing their attitudes. Use Elaboration Likelihood Model as a guide for your answer.

(08 Marks)

[Total 14 Marks]

Question 04

- a. Explain the two main types of conformity. (06 Marks)

- b. Describe when will people conform to informational social influence. Use examples to validate your answer.

(08 Marks)

[Total 14 Marks]

Question 05

- a. Explain the difference between social exchange theory and empathy-altruism hypothesis. (06 Marks)

- b. Imagine a person is hit by a car on a busy street and is unconscious in the road. Describe how a bystander can assist this person using the five steps prescribed in the "bystander effect".

(08 Marks)

[Total 14 Marks]
