



**UNIVERSITY OF RUHUNA**  
**FACULTY OF MANAGEMENT AND FINANCE**

No. of Pages : 02  
No of Question : 05  
Total Marks : 70

**MKT 22523 Social Psychology**

Academic Year 2022/2023

BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE

2000 LEVEL SECOND SEMESTER END EXAMINATION -  
FEBRUARY/MARCH 2023

*Three Hours*

**Instructions**

- ➔ The question paper contains five (05) questions.
- ➔ Answer all questions.

**Question 01**

Define the following concepts in social psychology.

- i. Construal. (02 Marks)
- ii. Schemas. (02 Marks)
- iii. Emblems in non-verbal communication. (02 Marks)
- iv. Deindividuation in groups. (02 Marks)
- v. Group polarization. (02 Marks)
- vi. Public compliance of conformity. (02 Marks)
- vii. Aggression. (02 Marks)

**[Total 14 Marks]**

**Question 02**

- i. Explain the difference between 'social psychology' and 'personality psychology'. (06 Marks)
- ii. "People construct multiple identities on social media". Discuss different methods used by individuals to construct multiple identities on social media using appropriate examples to justify your answer. (08 Marks)

**[Total 14 Marks]**

**Question 03**

- i. Differentiate between 'informational social Influence' and 'normative social influence'. (06 Marks)
- ii. Display rules of non-verbal communication across different cultures are different. Discuss the validity of the above statement using appropriate examples. (08 Marks)

**[Total 14 Marks]**

**Question 04**

- i. Explain the functions of 'social norms' and 'social roles' in guiding the behavior of individuals in a social group. (06 Marks)
- ii. Social facilitation causes people to perform better on simple tasks and worse on complex tasks. Discuss the causes of social facilitation. (08 Marks)

**[Total 14 Marks]**

**Question 05**

- i. Differentiate between 'instrumental aggression' and 'hostile aggression'. (06 Marks)
- ii. Approaches to committing aggression by males and females are different. Discuss the validity of this statement. Use examples where necessary to validate your answer.

(08 Marks)

**[Total 14 Marks]**

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