



UNIVERSITY OF RUHUNA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration Degree Programme 2000 Level

Semester I End Examination (February/ March 2021)

Academic Year 2020/2021

**MKT 22523 – Social Psychology**

**Duration: Three hours**

**Answer all questions.**

**Question 01**

Social psychology can be defined as “the scientific study of how people’s thoughts, feelings, and behaviors are influenced by the real or imagined presence of other people”. Discuss why it is important for marketers to understand social psychology? Use examples where necessary to validate your answer.

**[10 Marks]**

**Question 02**

“To form an attribution about what caused a person’s behavior, we focus on the consensus information, distinctiveness information, and consistency information”. Discuss the above three concepts using examples.

**[10 Marks]**

**Question 03**

Discuss the impact of culture on correspondence bias using examples.

**[10 Marks]**

**Question 04**

“Attitudes differ in strength, and strongly held attitudes are more resistant to change”. Discuss the four major determinants of attitude strength. Use examples to validate your answer.

**[10 Marks]**

**Question 05**

Differentiate between “Informational social influence” and “Normative social influence”.

**[10 Marks]**

**Question 06**

Discuss the following concepts

- |                                     |            |
|-------------------------------------|------------|
| I. Reactance theory                 | (05 Marks) |
| II. Social Learning Theory          | (05 Marks) |
| III. Pro-social behavior & Altruism | (05 Marks) |
| IV. Realistic conflict theory       | (05 Marks) |

**[Total 20 Marks]**

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