

UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Level I – Semester II)
Examination – November 2018

BBA 1201 – Elements of Psychology and Sociology

Two (02) Hours

Answer ALL Questions

1. "Behaviour of a person is unique because the person's beliefs, values and attitudes are different."
 - i. Differentiate beliefs, values and attitudes with suitable examples.

(10 Marks)
 - ii. Briefly explain the components of attitudes with suitable examples from your life.

(15 Marks)

(Total: 25 Marks)

2. The contribution made by Sigmund Freud is more important to the field of psychology. Briefly discuss about two (02) contributions of Freud to the field of psychology with appropriate examples.

(Total: 20 Marks)

3.
 - i. What does it mean by 'Absolute threshold'? Briefly explain the term with at least two (02) examples.

(10 Marks)
 - ii. Differentiate 'Habituation' and 'Sensitization'.

(10 Marks)

(Total: 20 Marks)

4.

i. Explain the term sociological imagination with a suitable example.

(05 Marks)

ii. Differentiate 'Positive social controls' and 'Negative social controls'.

(10 Marks)

iii. Briefly explain three (03) types of families with the benefits and challenges associate with each type.

(10 Marks)

iv. Briefly explain the term 'White Collar Crime' with real world examples.

(10 Marks)

(Total: 35 Marks)
