

UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Level I – Semester II)
Examination – January 2017

MOS 1202 – Elements of Sociology and Psychology

Two (02) Hours

Part A is compulsory.

Answer any Three (03) questions from Part B

PART A

Answer the question 1, 2, 3, 4 & 5 based on the statements given below.

- A. The experience is different than sum of its elements and the patterns are formed by the elements in the mind rather than the individual elements themselves.
- B. The mind could be broken down into the smallest elements of mental experiences.
- C. It should not focus on consciousness or experience but on behaviour.
- D. Behaviour is controlled by powerful unconscious urges over the individual has little control.
- E. Concern on why the behaviour and mental processes worked in a particular way rather studying the structure of the mind.

1. The main argument of Structuralism is,

- a. A
- b. B
- c. C
- d. E

(02 Marks)

2. The main argument of Functionalism is,

- a. B
- b. E

- c. D
- d. C

(02 Marks)

3. The main argument of Psychoanalysis is,

- a. D
- b. A
- c. B
- d. C

(02 Marks)

4. The main argument of Gestalt psychologists is,

- a. E
- b. D
- c. A
- d. C

(02 Marks)

5. The main argument of Behaviourism is,

- a. A
- b. B
- c. C
- d. D

(02 Marks)

Answer question No. 6 based on the below statements.

- A. One of the goals of psychology is, identifying and classifying behaviours and mental processes as accurately as possible.
- B. Scope of the psychology does not include study of abnormal behaviour, but includes the study of the personality.
- C. People are different because their biological, psychological and environmental factors are different.
- D. The human behaviour will determine because of their psychological factors such as learning and genetics are different.
- E. The cognitive activities are dreaming, thinking, remembering and communicating.

6. The **incorrect** statements are,

- a. C, E & B only
- b. A, D & E only
- c. B D & E only
- d. A, B & C only

(02 Marks)

7. A psychologist is interested in the relationship between biological factors and psychological disorders. The relevant subfield of psychology is,
- Behavioural Neuroscience
 - Clinical Psychology
 - Clinical Neuropsychology
 - Counselling Psychology
- (02 Marks)
8. A psychologist is interested in finding out at what age children generally begin to acquire an emotional attachment to their fathers. He is a _____.
- Environmental Psychologist
 - Developmental Psychologist
 - Personality Psychologist
 - Social Psychologist
- (02 Marks)
9. Kamal is looking forward to develop a management strategy that will encourage safer work practices in the welding plant in XYZ Company PLC. For that he could use,
- Organizational Psychology
 - Forensic Psychology
 - Health Psychology
 - None of the above
- (02 Marks)
10. Who is the Humanistic Psychologist?
- Sigmund Freud
 - B. F. Skinner
 - Abraham Maslow
 - John Watson
- (02 Marks)
11. If a person is addicted to drugs or alcohol, this part of the brain is mostly affected.
- Broca's area
 - Left middle cerebral artery
 - Prefrontal cortex
 - Primary somatic sensory cortex
- (02 Marks)
12. How many neurons are there in an average person's brain?
- One billion
 - Ten billion
 - Hundred billion
 - One trillion
- (02 Marks)

13. Which of the following is the best example for covert behaviour?
- a. Blinking your eyes in response to a light
 - b. Imitating a hero's act
 - c. Remembering an unpleasant experience on the first day in the university
 - d. Rapid eye movements while sleeping
- (02 Marks)

14. Select the correct answer from the following statements.
- a. Nervous system of a human being is comprised with brain and peripheral nervous system.
 - b. Central nervous system is comprised with peripheral nervous system and spinal code.
 - c. Brain and the spinal code are the major parts of the central nervous system.
 - d. Peripheral nerves and spinal code are the major parts of the peripheral nervous system.
- (02 Marks)

15. What is the incorrect answer of the following statements?
- a. A human being can taste a teaspoon of sugar dissolved in two gallons of water
 - b. A human being can detect sound as low as 10 hertz and as high as 20,000 hertz
 - c. A human being can detect a 'tick' sound of a clock twenty feet away in a quiet room
 - d. A human eye can distinguish among more than 300,000 different colours
- (02 Marks)

16. Answer the question no 16 based on the statements given below.
- A. It is a branch of psychology that studies the effects of physical stimuli on sensory perceptions and mental states.
 - B. It is a branch of psychology that studies the effects of physical stimuli on sensory perceptions but not about mental states.
 - C. Gustav Fechner is one of the scholars who have contributed to the field of psychoanalysis.
 - D. Gustav Fechner is the first person who studied about the relationship between the strength of a stimulus and a person's ability to detect the stimulus.

The correct statements are,

- a. A, C & D Only
- b. B, C & D Only
- c. A & D only
- d. B & C only

(02 Marks)

Match the answers from section A with section B from question No 17-20 and write down the correct letter in your answer script.

Section A

17. a tendency to consider the first impression we have of others to be their enduring characteristics.

18. Evaluations of a person's characteristics are affected by comparisons with other people recently encountered.

19. Judging someone on the basis of one's perception of the group to which that person belongs to.

20. The tendency to remember recent information.

Section B

- A. Stereotyping
- B. Contrast Effect
- C. Temporal Extension
- D. Recency Effect
- E. Primacy Effect
- F. Halo Effect

(04 X 02 = 08 Marks)

(Total 40 Marks)

PART B

1. "Values, attitudes and beliefs are different from person to person according to the culture, religion, family background, etc."

i. Differentiate beliefs, values and attitudes with suitable examples.

(10 Marks)

ii. Briefly explain components of attitudes with suitable examples from your life.

(10 Marks)

(Total: 20 Marks)

2. Sigmund Freud has made more important contributions to the field of Psychology.

i. Contrast conscious, preconscious and unconscious mind with suitable examples as explained by Freud.

(10 Marks)

ii. Briefly explain the reasons for forgetting.

(10 Marks)

(Total: 20 Marks)

3.

i. Differentiate 'Classical conditioning' and 'Operant conditioning'.

(10 Marks)

ii. Briefly explain positive reinforcement and negative reinforcement with suitable examples from your life.

(10 Marks)

(Total: 20 Marks)

4. Write short notes on four (04) of the following.

- i. MBTI model
- ii. Process of Memory
- iii. Modes of social process
- iv. Functionalism
- v. Attribution Theory
- vi. Physical Skills Vs. Mental Skills

(4 x 05 Marks)

(Total: 20 Marks)