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UNIVERSITY OF GHANA
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SECOND SEMESTER EXAMINATIONS: 2015/2016
UGRC135: HUMAN BEHAVIOUR AND SOCIETY (3 CREDITS)

TIME ALLOWED: TWO HOURS (2)

INSTRUCTIONS

ANSWER ALL QUESTIONS IN SECTION A AND ONE QUESTION FROM SECTION B

SECTION A:

ANSWER ALL QUESTIONS IN THIS SECTION ON THE QUESTION PAPER: CIRCLE OR
FILL IN AS THE CASE MAY BE

1. An over generalized and usually negative perception of an individual as result of his/her group membership is known as:
 - a. Discrimination
 - b. Attitude
 - c. Stereotype
 - d. Prejudice
 - e. Typecasting
2. In terms of the principles of attitudinal change or persuasion, one of the main reasons why a celebrity (e.g. Sarkodie - the musician) rather than you or I, will be featured in a television advertisement is that
 - a. Sarkodie is a professional Musician while you and I are not
 - b. Sarkodie has been a musician for more than one decade
 - c. Sarkodie has name/facial recognition among wider audience
 - d. Sarkodie is a very good dancer
 - e. Sarkodie is a musician as well as a dancer
3. Which of the following is true about the link between held attitudes and behaviour?
 - a. Attitudes and behaviour predict each other
 - b. Attitudes and behaviour are the same
 - c. Attitudes predict behaviour under certain conditions
 - d. Attitudes are excellent predictors of behaviour
 - e. Attitudes and behaviour have no links

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4. What is the appropriate sequence of the traditional model of attitude change?
 - a. Understanding the issues, the messenger, the message, the target and the medium
 - b. Understanding the issues, the message, the messenger, the medium and the target
 - c. Understanding the issues, the medium, the messenger, the target and the message
 - d. Understanding the issues, the target, the medium, the messenger and the message
 - e. Understanding the issues, the medium, the target, the message and the messenger
5. Which of the following is true about human diversity?
 - a. It is a concept applicable only in the Western world
 - b. It is an integral part of human nature
 - c. It is a recent phenomenon
 - d. It is manifested only in physical appearance
 - e. All of the above
6. Sexual orientation as defined as emotional and/or romantic attachment can be categorized into all of the under-listed except
 - a. Bisexual
 - b. Transsexual
 - c. Heterosexual
 - d. Homosexual
 - e. Androgynous
7. In a sequential order what is referred the three-tier evil in social psychology?
 - a. Discrimination, Stereotype and Prejudice
 - b. Stereotype, Prejudice and Discrimination
 - c. Stereotype, Discrimination and Prejudice
 - d. Prejudice, Stereotype and Discrimination
 - e. Prejudice, Discrimination and Stereotype
8. The aspect of attitude which consist of perceptions, expectations, opinion, stored information, facts or half true is known as the component.
 - a. Affective
 - b. Behavioural
 - c. Evaluative
 - d. Cognitive
 - e. Tri-port
9. Which of the following is not a potential negative consequence of discrimination?
 - a. Self-fulfilling prophesy
 - b. Unfair distribution of common resources
 - c. Feeling of Alienation
 - d. Peaceful coexistence between in and out groups
 - e. All of the above

10. Which of the following is an aspect of human diversity?
- Biological Disposition
 - Culture Imposition
 - Individual Preference
 - Social Imposition
 - All of the above
11. According to research television viewing among children
- Increases the likelihood of children behaving aggressively
 - Causes all children to become aggressive
 - Reduces aggressive behaviour in later life
 - Increases sensitivity of children to aggression
 - Has no correlation at all with aggression among children
12. Held attitudes are expressed through
- Actions
 - Beliefs
 - Emotions
 - All of the above (A, B & C)
 - None of the above
13. Which of the following is likely to reduce stereotypes between and among different ethnic groups in Ghana?
- Sustained Contact among the different ethnic groups
 - Unanimous Decisions on national issues
 - Encouraging In-group marriages
 - Developing Ethnocentric policies
 - All of the above
14. Which of the following best conveys the concept of prejudice?
- Judging individuals or groups based on their previous performance
 - Judging individuals or groups based on generalized held views about them
 - Judging individuals or groups based on their current roles
 - Judging individuals or groups based on what they tell you
 - Judging individuals or groups based on all of the above
15. In relation to diversity which of the under-listed can be best described as individual preference?
- First Language
 - Skin Colour
 - Sexual Orientation
 - Ethnicity/Race
 - All of the above

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16. The component of attitude which is associated with value labels is referred to as?
- Effective
 - Behavioural
 - Evaluative
 - Cognitive
 - None of the above
17. The perception that individuals get 'what they deserve and deserve what they get' is known as
- The just world hypothesis
 - The unfair world hypothesis
 - Equal treatment hypothesis
 - The real world experience
 - None of the above
18. Which of the under listed has been found to be most effective in reducing prejudice among people of different background?
- Contact
 - Criticisms
 - Punishment
 - Counselling
 - All of the above
19. Large differences between privately expressed attitudes and public behavior can often be accounted for by considering the
- Belief component of an attitude
 - Generally weak influence attitudes have on behaviour
 - Powerful effects of chance conditioning
 - Immediate consequences of one's actions
 - None of the above
20. When both sides of an argument are presented to a well- informed audience, attitude change
- Rarely occurs
 - Tends to be encouraged
 - Tends to be discouraged
 - No observed trend
 - No prediction can be made

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21. Which of the following best conveys the concept of prejudice?
- a. Judging individuals or groups based on their previous performance
 - b. Judging individuals or groups based on generalized held views about them
 - c. Judging individuals or groups based on their current roles
 - d. Judging individuals or groups based on what they tell you
 - e. Judging individuals or group based on their appearance
22. Which of the following is a potential negative consequence of discrimination?
- a. Self-fulfilling prophesy
 - b. Unfair distribution of common resources
 - c. Feeling of Alienation
 - d. Lack social cohesion
 - e. All of the above

23. is a form of natural diversity

- a. First Language
- b. Skin Colour
- c. Sexual Orientation
- d. Ethnicity
- e. All of the above

24. Mention any three critical factors to be taken into accounts in selecting a medium of communication for an attitudinal change program.

- i.
- ii 
- iii

25. List any three important characteristics/features of a target group which you have to take into account in designing an attitudinal change program.

- i.....
- ii..... iii.....

26. List any three important ingredients one should take into account in selecting a messenger or a communicator in an attitudinal message.

- i
- ii.....
- iii

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27. What are the 'tri-pots' of attitude? i.....
ii..... iii.....

28. List any three important characteristics/features of a target group which you have to take into account in designing an attitudinal change program. i.....
ii..... iii.....

29. Mention any four agents/agencies of socialization through which attitudes are learned/formed
i ii
iii iv

30. Give any three relevance of the study of human diversity in Ghana?

i
ii
iii.

Write Short Notes on the under listed

31. Sources of Prejudice:
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32. Human diversity:

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33. Attitude Change:

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SECTION B:
ANSWER ONE QUESTION FROM THIS SECTION IN THE ANSWER BOOKLET

1. Discuss any three distinguishing features of collectivist and individualist cultures and how these characteristics influence the behaviours of persons from the respective cultures
2. Discuss the relevance of the study of human diversity in contemporary world
3. Evaluate the adverse effect of prejudice, stereotype and discrimination and recommend ways by which these effects can be reduced