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UNIVERSITY OF GHANA
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Supplementary Examinations: First Semester 2017/2018 Academic Year

UGRC 135: Human Behaviour and the Social Environment

Time Allowed: Two Hours (120 Minutes)

1. A deliberate attempt to influence others to change their attitudes and/or behaviour is known as?
 - a. Conformity
 - b. Persuasion
 - c. Coersion
 - d. Obedience
 - e. Compliance
2. In sequential order what is referred to as 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
3. The aspect of attitude which consist of perceptions, expectations, opinion, facts or half true is known as the component.
 - a. Affective
 - b. Behavioural
 - c. Cognitive
 - d. Evaluative
 - e. Tri-port
4. Which of the following is not a potential negative consequence of discrimination?
 - a. Peaceful coexistence between in and out groups
 - b. Self-fulfilling prophesy
 - c. Unfair distribution of common resources
 - d. Feeling of Alienation
 - e. In and Out-group animosity

5. Which of the following is true about the link between held attitudes and behaviour?
- a. Attitudes predict behavior about half the time
 - b. Attitudes and actions rarely correspond
 - c. Attitudes predict behavior under certain conditions
 - d. Attitudes are excellent predictors of behavior
 - e. Attitudes and behavior have no links
6. The component of attitude which is associated with value labels is known as
- a. Affective
 - b. Behavioural
 - c. Evaluative
 - d. Cognitive
 - e. Tri-pot
7. ☒ Sexual orientation as emotional and/or romantic attachment can be classified into all of the under-listed except
- a. Bisexual
 - b. Transsexual
 - c. Heterosexual
 - d. Homosexual
 - e. Asexual
8. Which of the following is an aspect of human diversity?
- a. Biological Imposition/Disposition
 - b. Culture Imposition
 - c. Individual Preference
 - d. Social Imposition
 - e. All of the above
9. In relation to diversity which of the under-listed can be best described as individual preference?
- a. First Language
 - b. Skin Colour
 - c. Sexual Orientation
 - d. Ethnicity/Race
 - e. All of the above
10. Which of the following best conveys the concept of prejudice?
- a. Judging individuals or groups based on their previous performance
 - c. Judging individuals or groups based on their current roles
 - d. Judging individuals or groups based on what they tell you
 - b. Judging individuals or groups based on generalized held views about them
 - e. Judging individuals or groups based on all of the above

11. Which of the following campaign strategy is likely to be employed by a politician who believes in the exposure principle of persuasion?
- Focused only on facts
 - Door-to door
 - Repeat his/her messages
 - Short and direct messages
 - All of the Above
12. The belief that X is a violent person because he is a member of an ethnic group perceived As violent extremists is an example of
- Discrimination
 - Stereotype
 - Group Cohesion
 - Group Polarization
 - Prejudice
13. As soon as K saw the candidate for the District Assembly election he made the following remarks 'what can this shabbily dressed man do for the District? Am sorry I will not vote for him' This is a typical; example of
- Discrimination
 - Stereotype
 - Group Cohesion
 - Group Polarization
 - Prejudice
14. Which of the under listed has been found to be most effective in reducing prejudice among people of different background?
- Contact
 - Criticisms
 - Punishment
 - Counseling
 - None of the Above
15. Research on persuasion suggests that attitude change is encouraged when the communicator is
- Likable
 - An expert on the topic
 - Similar to the audience in some respect
 - Is trustworthy
 - All of the above
16. 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 Prediction can be made
 - Makes no Difference

17. Differences observed between held or expressed attitudes and public behavior may be accounted for by all except.....
- a. Attitude Accessibility
 - b. Strength of Attitude
 - c. Prevailing Norms
 - d. Circumstance
 - e. Attitude Rating

18. is not one of the Institutions through which attitudes are formed
- a. The Media
 - b. Religious Bodies
 - c. Schools
 - d. Peers
 - e. The Family

19. On the basis of the Yale studies on attitude change list the four steps involved in effective persuasion.

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

20. Mention any three important variables about your target population you should take into accounts in any attitudinal change program.

- i.
- ii.
- iii.

- 21 List any three important ingredients one should take into account in selecting a messenger/communicator in an attitudinal message.

- i.
- ii.
- iii.

22. What are the three major forms of human diversity?

- i.
- ii.
- iii.

In not more than a sentence define/explain the following

23. Illusory Correlation
-
-
-
24. Legitimate Aggression:
-
-
-
25. Discrimination.....
-
-
-
26. Social Environment:
-
-
-
27. The Contact Hypothesis
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ANSWER EITHER QUESTION 28 OR 29. DO NOT ANSWER BOTH

28. Write Short Notes on the adverse effects of stereotype, Prejudice and Discrimination

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OR

29. Write Short Notes on the relevance of studying Human Diversity