



**RAJARATA UNIVERSITY OF SRI LANKA  
FACULTY OF APPLIED SCIENCES, MIHINTALE**

**B.Sc. (General) Degree in Health Promotion  
Second Year – Semester I Examination – October/November 2015**

**HPT 2201 - PSYCHOLOGY & HUMAN BEHAVIOUR**

**Time: 02 hours**

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**Answer all four (04) questions.**

1. a) Define the term 'social psychology'. **(10 Marks)**  
b) Compare educational psychology and school psychology. **(20 Marks)**  
c) Provide a psychological explanation to following phenomena.
  - i. Performances of individuals in group projects are comparatively lower than individual projects. **(20 Marks)**
  - ii. Advertisements for laundry detergents feature housewives and advertisements for toothpaste feature dentists. **(20 Marks)**
- d) Elaborate on how social psychology has influenced health promotion strategies. **(30 Marks)**
2. a) Describe, giving an example, attitude formation using the three-component attitude model. **(30 Marks)**  
b) List four factors that influence the attitude-behavior link. **(10 Marks)**  
c) Explain consumption of alcohol in social events using classical conditioning theory. **(60 Marks)**

3. Protection Motivation Theory was proposed by Rogers in 1975 to provide conceptual clarity to the understanding of fear appeals.

a) Write the four factors that determine the intention to protect oneself. **(20 Marks)**

b) Briefly explain the appraisal processes that determine the behavioral outcome.

**(20 Marks)**

c) Describe how you would apply protection motivation theory on a person to protect

her/ himself from contracting a sexually transmitted disease.

**(60 Marks)**

4. Write short notes on the following.

a) 'Incongruity' as explained in the theory on incongruence

**(50 Marks)**

b) Learned helplessness

**(50 Marks)**