



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**14/16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS**  
**SCHOOL OF MANAGEMENT SCIENCES**  
**OCTOBER 2013 EXAMINATION**

**Course Code:** ENT 351

**Credit Unit:** 2

**Course Title:** Introduction to Social Psychology

**Time Allowed:** 2hours

**Instructions:** **1. Attempt Question 1 and any other two (2) Questions.**

**2. Question 1 is compulsory and carries 30 marks while the other 2 Questions carry 20 marks each.**

1. Summarize the four views of the cognitive theory of impression formation
- b. Explain the five factors that influence self-disclosure
  
2. Briefly explain the five factors that will help us in making inferences
  
3. Briefly describe the six factors affecting conformity.
  
4. The many techniques for gaining compliance usually through requesting or selling are based on some principles. What are these principles?
  
5. Compare playing hard to get technique with the fast - approaching dealing technique.