



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14/16, AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF MANAGEMENT SCIENCES
MARCH/APRIL 2014 EXAMINATIONS**

Course Code: ENT 351

Credit Unit: 2

Course Title: Introduction to Social Psychology

Time Allowed: 2 hours

Instructions: 1. Attempt question Number one (1) and any other two (2).

2. Question number 1 is compulsory and carries 30 marks, while the other questions carry 20 marks each

3. Present all your points in coherent and orderly manner

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.