



**CHRISTIAN SERVICE UNIVERSITY COLLEGE  
KUMASI, GHANA  
FACULTY OF HUMANITIES  
DEPARTMENT OF COMMUNICATION STUDIES  
BACHELOR OF ARTS IN COMMUNICATION STUDIES  
END OF FIRST SEMESTER EXAMINATIONS – 2020/21 ACADEMIC YEAR**

**LEVEL 200**

**BATA 204: SOCIAL PSYCHOLOGY**

**April, 2021**

**30 Marks**

**Time Allowed: 1:30 Hours**

**GENERAL INSTRUCTION TO CANDIDATES:**

- Do not take the question paper out of the examination room.

**SECTION A**

1. Which of the following best explains social psychology?

- A. How actual, imagined or implied presence of others influence behaviour
- B. Scientific study of human behaviour
- C. The study of cultural dynamics
- D. The retrospective study of society

2. Articulated proposition whose purpose is to explain observable phenomena is termed?

- A. Concept
- B. Model
- C. Theory
- D. Paradigm

3. There are three basic social learning processes/theories

- A. Classical conditioning, instrumental conditioning and reinforcement
- B. Classical conditioning, instrumental conditioning and observation
- C. Classical conditioning, instrumental conditioning and instruction
- D. Classical conditioning, instrumental conditioning and direct learning

4. Classical conditioning was discovered by

- A. Ivan Pavlov

B. Aristotle

C. Otuo Acheampong

D. Karl Marx

5. Classical conditioning is premised on?

- A. Association
- B. Reinforcement
- C. Punishment
- D. Rewards

6. Which of the following best explains unconditioned stimulus?

- A. One that naturally and automatically triggers a response
- B. Response that occurs naturally
- C. learned response
- D. all the above

7. What is conditioned response?

- A. learned response
- B. One that naturally and automatically triggers a response
- C. Response that occurs naturally
- D. None of the above

8. Conditioned Stimulus

- A. Trigger a conditioned response

- B. One that naturally and automatically triggers a response
- C. Response that occurs naturally
- D. None of the above

9. Instrumental conditioning is based on?

- A. Reinforcements
- B. Corporal Punishments
- C. Rewards system
- D. All the above

10. Which of the following explains the process of modelling?

- A. Attention, retention, Reproduction and achievement
- B. Attention, Retention, Reproduction and Motivation
- C. Retention, reproduction, motivation and attention

11. Which of the following defines memory?

- A. informational processing system which decodes, stores, and retrieves
- B. the faculty of the mind by which information is encoded, stored, and retrieved
- C. declarative and non-declarative systems
- D. made up of a sensory processor, short-term

12. What are the core functions of the memory?

- A. Long term memory
- B. Implicit and explicit functions
- C. Encode, store and retrieve
- D. Long term function

13. What is another term for short term memory?

- A. Sensory processor.
- B. Work memory
- C. Working memory
- D. Long term memory

14. Explicit function of the memory is also known as?

- A. Declaration function
- B. Non-declarative function
- C. Declarative functional
- D. Declarative function

15. Episodic and semantic memory are embodiment of

- A. Priming

- B. Chunking
- C. Declarative memory
- D. Declaration memory

16. Non-Declarative memory consist of

- A. Priming and semantic
- B. Procedural
- C. Chunking
- D. Priming and procedural

17. Explain hippocampus

- A. memory storage
- B. memory loss
- C. memory decay
- D. memory flash

18. Memory loss usually is considered as

- A. Amnesia
- B. Memory scan
- C. Memory delete
- D. disobedience

19. Iconic, echoic and haptic are types of.....

- A. Sensory processor
- B. Short term memory
- C. Long term memory
- D. Sensory memory

20. The ability to reason, plan, solve problems, think abstractly, comprehend complex ideas, learn quickly and learn from experience is simply referred

- A. Conscience
- B. Intellect
- C. Intelligent
- D. intelligence

21. Priming refers to

- A. The slow and gradual learning of skills that often occurs
- B. The process of subliminally arousing specific responses from memory
- C. The primary process thought of when referencing memory
- D. Anything that detracts attention

22. Operant conditioning was coined by

- A. Karl Marx
- B. J. A. Kuffour
- C. J.D. Mahama
- D. B.F Skinner



23. In the modelling process, retention symbolises  
 A. The ability to pull up information later and act on it  
 B. Actually perform the behaviour observed  
 C. Imitating the behaviour modelled
24. Episodic memory refers  
 A. Memory that is encoded with specific meaning  
 B. Information that is encoded along a spatial and temporal plane  
 C. Unconscious storage and recollection of information  
 D. The process of subliminally arousing specific responses
25. Unit of analysis in social psychology refers to  
 A. The various factors that influence individual behaviour  
 B. The source of independent variables that determines the dependent variable  
 C. Crucial role in our social thought  
 D. Minds and actions of individuals
26. Who is the father of social psychology?  
 A. Karl Marx  
 B. Max Werber  
 C. Kurt Lewin  
 D. August Comte
27. The history and growth of Social Psychology can be grouped into.... phases namely:  
 A. Three  
 B. Two  
 C. Six  
 D. Four
28. The first phase took place between the years of  
 A. 1935-1945  
 B. 1946-1969  
 C. 1970-2018  
 D. 1885-1934
29. Human behaviour is acquired through instructions by observation and imitation of other people's behaviour  
 A. True  
 B. False

30. As a systematic Knowledge, Science is  
 A. An accumulation of organized and verified knowledge  
 B. A Principles of acquiring status  
 C. A Principles of securing recognition  
 D. A Method of approach to the entire empirical world
31. The following constitute the characteristics of science except  
 A. Objectivity  
 B. Empirical verifiability  
 C. Scepticism  
 D. Data analysis
32. The following are instruments of data collection except  
 A. Questionnaire  
 B. Interview guide  
 C. Hypothesis  
 D. Structured interview guide
33. What is common sense?  
 A. It rests on commonly held beliefs rather than systematic analysis of notions  
 B. It rests on commonly held beliefs rather than systematic analysis of knowledge  
 C. It rests on commonly held beliefs rather than systematic analysis of facts  
 D. It rests on commonly held beliefs rather than systematic analysis of principles
34. Social Learning theory was propounded by  
 A. George Simmel  
 B. Antonio Gramsci  
 C. Albert Bandura  
 D. Lionell Messi
35. The social learning theory asserts that  
 A. Growth takes place in a vacuum  
 B. Growth takes place continuously in experience  
 C. Growth takes place continuously and focuses on the environment and experience  
 D. Growth takes place in a biological womb
36. Ethical neutrality does not mean that the scientist has no values  
 A. Scientific knowledge is value free

- B. Accepting information only after consistent verification
- C. Being myopic in your submissions
- D. Empirical analysis of facts

37. Reliability in a scientific method means:
- A. It is reproducible under different circumstances
  - B. It is reproducible under scientific knowledge
  - C. It is reproducible under the circumstances stated anywhere and anytime
  - D. It is verifiable in every circumstance

38. Which aspect of the memory encodes information?
- A. Short term memory
  - B. Sensory processor
  - C. Priming
  - D. Chunking

39. Topographic Memory
- A. Memories of unique and highly emotional events
  - B. The ability to orient oneself in space and follow a schedule
  - C. The encoding of abstract knowledge
  - D. Principles and facts taken independent of context

40. Autobiographical memory
- A. Memory for particular events within the environment
  - B. Memory for particular events within conscience
  - C. Memory for particular events within one's own life
  - D. Memory for writing biography

41. A declarative memory is to episodic and semantic as non declarative is to
- A. semantic procedural
  - B. priming and procedural
  - C. semantic and hippocampus
  - D. chunking

42. Bodily-Kinesthetic skills means
- A. Use of one's body in highly skilled ways
  - B. Sensitivity to pitch
  - C. The ability to interact effectively
  - D. The ability to understand oneself

43. Naturalistic skills implies
- A. The ability to observe patterns in natural and human made systems
  - B. The ability to interact effectively
  - C. The ability to understand oneself
  - D. Sensitivity to pitch

44. The ability to acquire and store information, retain or retrieve and transfer in circumstances useful is called:
- A. Practical intelligence
  - B. Analytical intelligence
  - C. Creative intelligence
  - D. Fluid intelligence

45. The following factors affect a child's intelligence level
- A. Genetics
  - B. Genotype
  - C. Gender
  - D. School
  - E. dimensia

46. Freud believed that even the most abstract emotional behaviour such as dreams, slips-of-tongue, humour, religious beliefs, artistic expression are rigidly determined by
- A. cultural process
  - B. biological process
  - C. society
  - D. community

47. Freud posited three sets of forces called the ego, the id, and the superego that are constantly in conflict over the control of.....
- A. character
  - B. behavior
  - C. attitude
  - D. future

48. symbolic interactionism hypothesizes that an individual's self development is directly controlled by
- A. interpersonal interactions and communications.
  - B. interpersonal gestures
  - C. interpersonal monuments
  - D. intrinsic assumptions

49. It's a detailed plan or a strategy for conducting research.
- A. research design



- B. critical mindset
- C. analytical tool
- D. explicably intertwined

50. Research evidence points to the fact that our physical environment largely influences our feelings, moods, thoughts and behavior

- A. ecological factors
- B. enviromental factors
- C. ambience factors
- D. tropical factors

51. Our preferences, behaviors, emotions and attitudes are affected to a significant extent by our inheritance

- A. biological factors
- B. parental factors
- C. personal factors
- D. human factors

52. Individuals are shaped by their learning experiences with other members in their culture.

- A. soceital context
- B. social context
- C. cultural context
- D. contextual premise

53. The intrinsic assumption underlying social cognition of the individual is

- A. needs and wants influence behavior
- B. character is shared
- C. character is learned
- D. behavior is learned

54. Physiological theory posits that

- A. instincts develop into behavior
- B. instincts influence behavior
- C. behaviors are instinctual
- D. triats are influenced by instincts

55. Behaviour is explained in terms of innate variable

- A. Sociobiological Theory
- B. sociocultural theory
- C. biological theory
- D. human natural theory

56. A significant part of human behaviour is acquired through instructions and by observation and imitation of other people's behaviour

- A. cognitive perspective
- B. learning theory
- C. cognitive dissonance
- D. part time theory

57. Tasks require participants to retrieve previously learned information

- A. recall memory
- B. episodic memory
- C. priming
- D. procedural

58. Tasks require individuals to indicate whether they have encountered a stimulus

- A. sensory memory
- B. recognition
- C. chunking
- D. recall

59. Types of long term memory

- A. recall and priming
- B. recognition and recall
- C. recognition and priming
- D. procedural semantic

60. With ..... individuals are able to recall specific events such as birthday parties and weddings.

- A. priming memory
- B. episodic memory
- C. procedural memory
- D. semantic memory