



**CHRISTIAN SERVICE UNIVERSITY COLLEGE  
KUMASI, GHANA  
FACULTY OF HUMANITIES  
DEPARTMENT OF COMMUNICATION STUDIES  
BACHELOR OF ARTS IN COMMUNICATION STUDIES  
END OF FIRST SEMESTER EXAMINATIONS – 2018/19 ACADEMIC YEAR**

**LEVEL 200**

**BATA 204: SOCIAL PSYCHOLOGY**

**April, 2019**

**70 Marks**

**Time Allowed: 2:30 Hours**

**GENERAL INSTRUCTION TO CANDIDATES:**

- Write your index number at the top of the question paper.
- Answer **ALL** questions.
- Clearly **CIRCLE** all your multiple choice answers.
- Do not take the question paper out of the examination room.

**SECTION A**

- (1) .....examine the effects of the environment on our behavior
- (2) ..... is framework whose purpose is to explain observable phenomena
- (3) The early years of social psychology was between .....
- (4) The era where social psychology rapidly expanded was between .....
- (5) .....A set of articulated preposition whose purpose is to explain empirical phenomena
- (6) Basic concept that focuses on instincts to explain behaviour .....
- (7) .....is a hybrid discipline, combining the physiological and the sociological approaches to the human behaviour
- (8) .....is a significant part of human behaviour acquired through instructions and by observation and imitation of other people’s behaviour
- (9) Classical conditioning purposes that learning occurs when a particular response .....
- (10) Learning theories are often criticized for having a “black box”

(11) Cognitive Theory means

(12) Psychoanalytic theory was propounded by.....

(13) It is an approach by which systematic, accurate and verified knowledge is acquired Sensory processor.....

(14) .....demands that one must set aside all sorts of the personal considerations and prejudices

15) Data gathered through our senses – eye, ear, nose, tongue and touch is to ensure

(16) It is accepting information only after consistent verification of those facts

(17) Scientific research adopts a certain sequential procedure, an organized plan or design of research for collecting and analysis of facts about the problem under study.....

(18) This theory asserts that growth takes place continuously and its focus mainly is on the environment and experience

(19) Learning process that occurs through associations between an environmental stimulus and a naturally occurring stimulus

(20) One that unconditionally, naturally, and automatically triggers a response.....

(21) The unlearned response that occurs naturally in response to the unconditioned stimulus

(22) Neutral stimulus that, after becoming associated with the unconditioned stimulus, eventually comes to trigger a conditioned response

(23) The learned response to the previously neutral stimulus

(24) Many dog trainers use ..... techniques to help people train their pets

(25) These techniques are also useful in the treatment of phobias or anxiety problems

(26) A method of learning that occurs through rewards and punishments for behaviour.....

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(27) Through ..... an association is made between a behaviour and a consequence for that behaviours.

(28) Operant conditioning was coined by .....which is why you may occasionally hear it referred to as Skinnerian conditioning

(29)..... refers to any "active behaviour that operates upon the environment to generate consequences

(30) Children completing homework to earn a reward from a parent or teacher, or employees finishing projects to receive praise or promotions.....

(31) A ..... is any event that strengthens or increases the behavior it follows

(32) .....are favourable events or outcomes that are presented after the behavior

(33) ..... involve the removal of an unfavourable events or outcomes after the display of a behavior

(34)..... is the presentation of an adverse event or outcome that causes a decrease in the behavior it follows

(35) ....., occurs when a favourable event or outcome is removed after a behavior occurs.

(36) ....., involves the presentation of an unfavourable event or outcome in order to weaken the response it follows

(37) The ability to pull up information later and act on it is vital to observational learning. This is called .....

(38) Arrange the processes in modelling a behavior in order  
.....

(39).....is the aspect of the mind by which information is encoded, stored, and retrieved.

(40) These systems involve the purposeful intention of memory retrieval and storage, or lack thereof.....

(41) The conscious storage and recollection of data is known as .....

(42) Unconscious storage and recollection of information in the memory process is known as .....

(43) The slow and gradual learning of skills that often occurs without conscious attention to learning.....

(44) .....is the process of subliminally arousing specific responses from memory and shows that not all memory is consciously activated

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- (45) The storage process can become corrupted by physical damage to areas of the brain that are associated with memory storage.....
- (46) The ability to look at an item and remember what it looked like with just a split second of observation, or memorization.....
- (47) ..... is a type of sensory memory that represents a database for touch stimuli.
- (48) .....allows recollection for a period of several seconds to a minute without rehearsal
- (49) Memory capacity can be increased through a process called .....
- (50) ..... can store much larger quantities of information for potentially unlimited duration
- (51)..... those where people push themselves towards their goals or to achieve something, such as the desire for escape, rest and relaxation, prestige, health and fitness, adventure, and social interaction
- (52) .....grows out of the concept that people have certain biological drives, such as hunger and thirst.
- (53) Parental influences may also help explain a fascinating finding that birth order is linked with achievement.....
- (54) .....intend to undermine group loyalty or interpersonal relations
- (55) It is neutrally defined as a systematic form of purposeful persuasion that attempts to influence the emotions, attitudes, opinions, and actions of specified target audiences for ideological, political or commercial purposes.....
- (56) The ability to reason abstractly, which steadily declines from middle adulthood.....
- (57) Hardware of the mind; speed and accuracy of processing; attention; visual and motor memory; discrimination; comparison; categorization.....
- (58) culture-based software; reading and writing skills; language comprehension; educational qualifications; professional skills; knowledge of the self and coping skills.....
- (59)The ability to manipulate objects and be physically adept.....
- (60) Ability to notice and make distinctions among the moods, temperaments, motivations, and intentions of other people and potentially to act on this knowledge.....
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**SECTION B: EXPLAIN TWO OF THE FOLLOWING CONCEPTS (10 Marks)**

**(1).Identify the three types of memory giving a function each (5 marks)**

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**(2) Enumerate the forms of intelligence with explanation each (5 marks)**

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**(3) Explain Rumour from social psychological point of view (5 marks)**

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**(4) Explain echoic, haptic and iconic memory (5 marks)**

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**(5) Give the conditions that present information as a Rumour (5 marks)**

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***Examiner: Acheampong Frank (Otuo)***

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