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UNIVERSITY OF LONDON

279 0079 ZA

BSc degrees and Diplomas for Graduates in Economics, Management, Finance and the Social Sciences, the Diploma in Economics and Access Route for Students in the External Programme

Elements of Social and Applied Psychology

Tuesday, 30 May 2006 : 2.30pm to 5.30pm

Candidates should answer **TEN** of the following **EIGHTEEN** questions: **EIGHT** from Section A (5 marks each) and **TWO** from the remaining Sections B, C and D with **not more than one** from any one of these three sections (30 marks each). **Candidates are strongly advised to divide their time accordingly.**

PLEASE TURN OVER

SECTION A

Answer **eight** questions from this section (5 marks each).

1. What are the defining features of experimental studies in social psychological research?
2. What are internal and external validity and why are they important?
3. Why is the use of deception in social psychological research controversial?
4. Outline the nature and impact of stereotypes.
5. What is pro-social behaviour and when does it occur?
6. What are primacy and recency effects in impression formation and why do they matter?
7. What are social dilemmas and what forms do they take?
8. Outline the major kinds of non-verbal cues people use in communicating with each other.
9. What are gender roles and why are they important?
10. What are minimal group experiments and what is their significance?
11. Outline the key differences between transactional and transformational leadership.
12. Outline the elaboration likelihood model of attitude change.

SECTION B

Answer two questions from Sections B, C and D with **not more than one** from this section (30 marks each).

13. Attitudes are a key determinant of behaviour. Discuss.
14. To what extent do attribution theories explain how people make casual judgements about their own and others' behaviour?

PLEASE TURN OVER

SECTION C

Answer two questions from Sections B, C and D with **not more than one** from this section (30 marks each).

15. Polarisation is an inevitable feature of decision-making in groups. Discuss.
16. The process of majority influence and obedience have more commonalities than differences. Discuss.

SECTION D

Answer two questions from Sections B, C and D with **not more than one** from this section (30 marks each).

17. Assess the contribution social psychology has made to the understanding of interpersonal attraction.
18. How successful have social psychologists been in explaining the origins and nature of prejudice?

END OF PAPER