

This paper is not to be removed from the Examination Halls

UNIVERSITY OF LONDON

279 0079 ZB

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 field research in social psychology?
2. What are experimental and mundane realism and why are they important?
3. What does the debriefing of research participants involve and what purposes does it serve?
4. Outline the psychological and practical consequences of stereotyping.
5. What is helping behaviour and when does it occur?
6. How do high and low self-monitors differ?
7. What are resource dilemmas and what forms do they take?
8. Outline how non-verbal communication varies with both gender and culture.
9. What is the basis of the distinction between sex and gender and why is the distinction important?
10. What is social loafing and when is it found?
11. What are contingency theories of leadership?
12. Outline the heuristic-systematic 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. How have recent theories of the relation between attitudes and behaviour changed our ideas about the structure of attitudes and their predictive value?
14. How, and with what success, do we make inferences about the causes of our 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. Group membership has a significant impact on decision making. Discuss.
16. Obedience is difficult to understand. Discuss in the light of relevant social psychological research.

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 of social psychology to our understanding of the nature of organisations and how they function.
18. Prejudice is too complex to be explained by a single theoretical approach. Discuss.

END OF PAPER