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**SCHOOL OF ACCOUNTING AND BUSINESS  
BSc. (APPLIED ACCOUNTING) GENERAL / SPECIAL DEGREE  
PROGRAMME 2014/15**

**YEAR I SEMESTER I (Group A)  
END SEMESTER EXAMINATION – JUNE 2014**

**MGT 10125 Fundamentals of Sociology and Psychology**

Date : 04<sup>th</sup> July 2014  
Time : 9.00a.m. – 12.00 p.m.  
Duration : Three (03) Hours

**Instructions to Candidates:**

- Answer ALL questions
- The total marks for the paper is 100.
- The marks for each question are shown in brackets.
- Answers should be written neatly and legibly.

**Question No. 01**

In your own words explain what are psychology and sociology?

**(Total 04 marks)**

**Question No. 02**

a) What are the basic arguments of the main schools of psychology?

(10 marks)

b) Briefly explain the components of a person's self (myself).

(05 marks)

c) People are not the same. They behave in a different way. Explain the determinants of human behaviour and behavioural differences.

(05 marks)

**(Total 20 Marks)**

**Question No. 03**

Briefly describe the memory process. What is the importance of memory for in human life?

**(Total 06 marks)**

**Question No. 04**

a. Explain 'perception' and 'social perception'.

(04 marks)

- b. A lot of behavioural conflicts are due to perceptual errors. List five common mistakes in perception.

(05 marks)

**(Total 09 Marks)**

**Question No. 05**

What are the basic arguments of personality theories in relation to personality development?

**(Total 08 marks)**

**Question No. 06**

- a. Define 'learning'.

(03 marks)

- b. Briefly explain how each theory explains the way in which learning takes place.

(09 marks)

**(Total 12 Marks)**

**Question No. 07**

- a. What is socialization? Explain.

(04 marks)

- b. There are many social organizations which are involved in the socialization process.

Briefly describe the role of these social organizations.

(05 marks)

**(Total 09 Marks)**

**Question No. 08**

a. Briefly describe the elements of a social structure

(08 marks)

b. What are the five (05) basic roles of social institutions?

(05 marks)

**(Total 13 Marks)**

**Question No. 09**

“Without a system to control social behaviour it will be a difficulty to maintain social conformity.” What does this statement mean in the context of social control.

**(Total 03 marks)**

**Question No. 10**

“There is no clear definition of deviance behaviour.” What does this statement mean?

**(Total 04 marks)**

**Question No. 11**

“All problems cannot be considered as social problems.” What are the four conditions for a problem to become a social problem?

**(Total 04 marks)**

**Question No. 12**

What is 'culture'? Explain.

**(Total 03 marks)**

**Question No. 13**

What are the five (05) basic functions of a family?

**(Total 05 marks)**