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No of Questions - 06

**SCHOOL OF ACCOUNTING AND BUSINESS**  
**BSc. (APPLIED ACCOUNTING) GENERAL / SPECIAL DEGREE**  
**PROGRAMME 2013/14**

**YEAR I SEMESTER I (Group B)**  
**END SEMESTER EXAMINATION – MAY 2014**

**MGT 10125 Fundamentals of Sociology and Psychology**

Date : 09th May 2014  
Time : 5.30 p.m. - 8.30 p.m.  
Duration : Three (03) hours

**Instructions to Candidates:**

- Answer only five (05) 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**

a. What is psychology?

(03 Marks)

b. People are different in various ways. Explain the differences among people.

(10 Marks)

c. There are two arguments about the determinants of human behaviour. Explain them with examples.

(07 Marks)

**(Total 20 Marks)**

**Question No. 02**

a. What is meant by cognitive processes?

(04 Marks)

b. 'Memory process is one of the important cognitive processes'. What is meant by this statement?

(05 Marks)

c. Explain perception.

(03 Marks)

d. Why cannot one person understand another person correctly? Describe the common mistakes people make, in understanding each other.

(08 Marks)

**(Total 20 Marks)**

**Question No. 03**

- a. 'Learning is not formal education'. Do you agree with this statement? Give reasons for your answer.

(06 Marks)

- b. Describe any two learning theories with example.

(14 Marks)

**(Total 20 Marks)**

**Question No. 04**

- a. 'Lack of proper socialization creates many problems in social relationships.' Explain this statement.

(10 Marks)

- b. Which organizations are responsible for the socialization process?

(10 Marks)

**(Total 20 Marks)**

**Question No. 05**

- a. Briefly describe components of social structure.

(12 Marks)

- b. 'Family is the most important social institution'. Do you agree with this statement? Explain your answer by emphasizing the role of the family in society.

(08 Marks)

**(Total 20 Marks)**

**Question No. 06**

a. What do you mean by culture and material culture

(10 Marks)

b. Identify and describe the main features of urbanization and modernization?

(10 Marks)

**(Total 20 Marks)**