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

**YEAR II SEMESTER II – INTAKE IV/V (GROUP A)**  
**END SEMESTER EXAMINATION – JANUARY 2017**

**MGT 20225 Fundamentals of Sociology and Psychology**

Date : 11th January 2017  
Time : 9.00 a.m. - 11.30 a.m.  
Duration : Two and a half (02 ½) 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. State a simple model to understand human behavior.

(06 marks)

- b. 'People behave differently'. List out the determinant factors of human behavior.

(07 marks)

- c. Describe S → R behavioral model developed by Skinner.

(07 marks)

**(Total 20 marks)**

**Question No. 02**

- a. Describe what is 'perception' and 'social perception'

(10 marks)

- b. Briefly describe common perceptual errors that lead to misunderstanding and conflicts between two persons.

(10 marks)

**(Total 20 marks)**

**Question No. 03**

- a. 'Without learning, it is difficult to have a social life'. What do you mean by learning?

(05 marks)

- b. Briefly describe the main arguments of operant conditioning and social learning theories.

(15 marks)

**(Total 20 marks)**

**Question No. 04**

- a. 'Personality is not only a person's appearance'.

Comment on this statement by defining personality and listing the dimensions of personality

(10 marks)

- b. Briefly describe the personality development stages which are discussed under Psycho Analysis theory.

(10 marks)

**(Total 20 marks)**

**Question No. 05**

- a. 'Without proper socialization, it is difficult to adjust to the society'.

Briefly describe that what socialization is and list out the socialization agents in the society.

(08 marks)

- b. Describe social structure with examples.

(12 marks)

**(Total 20 marks)**

**Question No. 06**

- a. 'Society is changing very fast'. Describe the term 'urbanization' and 'modernization'.

(10 marks)

- b. Briefly describe what social control is and the roles of a family

(10 marks)

**(Total 20 marks)**

**Question No. 07**

‘Culture is one of the crucial factors that determine social behavior’. Describe what is culture and the determinant factors of social culture.

**(Total 20 marks)**

**Question No. 08**

List out abnormal and deviant behavior in the Sri Lankan society and give some reasons for such behavior with examples.

**(Total 20 marks)**