

UNIVERSITY OF FORT HARE

PSYCHOMETRICS

IPS 514

HONOURS DEGREE - EXAM PAPER

JUNE 2023

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Time: 3 HOURS
Subject: PSYCHOMETRICS
Marks: 100

Internal Examiners

Dr Leon Bezuidenhoud

External Examiners

Dr Y-E. Fontaine (SUN)

INSTRUCTIONS

- 1) **THIS EXAM CONSISTS OUT OF FIVE SECTIONS WITH SEVEN QUESTIONS.**
- 2) **PLEASE READ THE QUESTIONS CAREFULLY.**
- 3) **ALL QUESTIONS MUST BE ANSWERED.**
- 4) **GOOD LUCK.**

SECTION A [5 marks]

Question 1

Indicate whether the following statements are true or false:

- 1.1. Physiognomy was the science of discerning individual characteristic through cranial bumps.
- 1.2. The first drafts of the Employment Equity valued psychometric testing for employment purposes.

Question 2

Choose the correct answer and only write the letter (e.g. 2.1. b):

2.1. Which one of the following does not refer to face validity?

- a) Matter of social acceptability;
- b) Test items should look relevant;
- c) Not really a form of validity;
- d) Test scores are used to estimate outcome measures.

2.2. According to the MBTI preference scale, a typical profile of a person who can be seen as a organised, and detailed type of person:

- a) E / F;
- b) N / P;
- c) S / J;
- d) I / N.

2.3. Section 8, of the Employment Equity Act 55 of 1998 states that psychological testing and assessment is prohibited unless the test or assessment is:

- a) reliable, predictive, researched and can be applied to all employees;
- b) valid, unbiased, reliable and predictive;
- c) valid, reliable, unbiased and can be applied to all employees;
- d) fair, does not discriminate, is not sexist, and reliable.

SECTION B [10 marks]

Question 3: Please match the correct term to the correct description.

TERM	DESCRIPTION
1. Contextual Intelligence	A. Mental activity involved in purposive adaptation to, shaping of and selection of real-world environments.
2. Experiential Intelligence	B. Deal effectively with novel tasks.
3. Componential Intelligence	C. Consists of internal mechanisms that are responsible for intelligent behavior.
4. Education	D. Process of figuring things out.
5. Fluid Intelligence	E. Used for novel tasks that cannot be performed automatically.
6 Crystallized Intelligence	F. Extent of vocabulary that an individual understands.
7. GSM	G. Broad retrieval memory.
8. Pervasive general factor	H. Single general intelligence factor.
9. Associative memory	I. Learning to related unrelated terms
10. Divergent production	J. Creation of numerous appropriate responses to a single stimulus situation

SECTION C [5 marks]

Question 4: Please complete the sentence by filling in the missing word/s:

- 4.1. A _____ error arises when, unknown to the test developer, a test consistently measures something other than the trait for which it was intended.
- 4.2. In _____, the criterion measures are obtained in the future, usually months or years after the test scores are obtained.
- 4.3. _____ is an expert in the field of psychology while a _____ is a professional who administers and scores psychological and neuropsychological measures
- 4.4. _____ measures an individual's preference for certain activities or topics and thereby help determine occupational choice.

SECTION D [35 marks]

Question 5

- 5.1. Discuss the 5 characteristics of a well-designed test. (15 marks)
- 5.2. Discuss Gardner and the theory of multiple intelligences. (20 marks)

SECTION E [45 marks]

QUESTION 6

(30 marks)

You are working as a personnel practitioner in organization A. Your line manager has consulted with you about Stanley, one of the managers in your organization. Stanley is a 49-year-old male, divorced with a 10-year-old son. Stanley holds a masters degree in Public Administration. He recently threatened to resign after conflict with one of his team members.

During this time, he has also refused to attend training/courses and missed out on crucial meetings. These actions caused strife in Stanley's team. The team is not meeting their performance objectives at the moment, and Stanley is falling behind with some of his personal performance deadlines. He is often seen alone, working after hours. He seems to work longer and harder.

In a discussion about the situation with his line manager, Stanley has acknowledged that he needs help. He admits that he consistently feels down, tired and "generally burnt out". He has trouble making decisions.

Subsequently, Stanley has requested career counselling as he questions his current person/job match.

Questions:

- 6.1. Stanley is very skeptical and suspicious about psychometric tests/assessments. Explain how psychometric tests/assessments have developed post-apartheid. (8 marks)
- 6.2. Discuss with Stanley that as a helping professional, the psychological assessment practitioner's core ethical responsibility is? (4 marks)
- 6.3. Provide South African examples of the type of tests/assessments you would administer on Stanley. (3 marks)
- 6.4. Describe aspects one should consider in the administration process. (4 marks)
- 6.5. From the case study, which aspects might impact the test/assessment and how could one limit this effect? (3 marks)
- 6.6. Which ethical aspects should one consider after the testing/assessment? (8 marks)

QUESTION 7

(15 marks)

Virgin is one of the most respected brands in Great Britain and is rapidly becoming an important global brand as well. The Virgin brand was started in the 1970's with a small mail-order record company that grew out of a student magazine. Since then, Richard Branson has developed the Virgin brand into a veritable entrepreneurial empire, with businesses in travel and tourism (e.g. Virgin Atlantic Airways, Virgin Trains, Virgin Balloon Flights); leisure and pleasure (e.g. Virgin Games, V2 Music and Virgin Comics); social and environmental (e.g. Virgin Fuels and Virgin Earth); shopping (e.g. Virgin Books, Virgin Megastore and Virgin Wines); media and telecommunications (e.g. Virgin Media, Virgin Mobile and Virgin Radio); finance and money (Virgin Money); and health (Virgin Active and Virgin Health Bank).

Branson: The Background

In the first chapter of his autobiography, Branson reminisces about some of his childhood experiences – ones that would have a profound effect on his development as an adult and an entrepreneur. He writes that his parents, especially his mother, continually set challenges for him and his sisters, Vanessa and Lindi, in order to make them independent. These challenges were physical in nature rather than academic. According to Branson, he and his sisters were soon setting physical challenges for themselves.

A loving family played an important role in Branson's development. "We were a family that would have killed for each other – and we still are," he says. Teamwork was also a hallmark of the family. Branson's parents treated him and his two sisters as equals. They valued their children's opinions and gave advice only when the children asked for it. Branson's mother was very entrepreneurial, as was his Aunt Clare. Each developed several different ways of making money.

Despite his enormous entrepreneurial success, Branson still lacks a high school diploma. In school, he was a mediocre student but a superb athlete. Although he was dyslexic and had vision problems, his inability to read, write and spell, and his poor performance on tests, were blamed on stupidity or laziness. In commenting on Branson's academic miseries as a child in relation to his athletic and future entrepreneurial successes, one observer noted: "In the end, it was the tests that failed. They totally missed his ability and passion for sports. They had no means of identifying ambition, the fire inside that drives people to find a path to success that zigzags around the maze of standard doors that won't open. They never identified the most important talent of all. It's the ability to connect with people, mind to mind, soul to soul. It's that rare power to energize the ambitions of others so that they, too, rise to the level of their dreams."

A passion for sports, adventure, family and entrepreneurship define Sir Richard's life. Branson has broken several air and land speed and distance records while racing boats and hot air balloons in his pursuit of adventure. He structures his work schedule to leave ample time to spend with his family and friends. Indeed, Branson's efforts to synthesise work, play and life seem to be the hallmark of his business model and business success.

Branson: The Entrepreneur

Branson began building his entrepreneurial empire in his teenage years. At the age of 17, he became frustrated with the rules and regulations of schools. Brimming with activism, he and a friend, Jonny Gems, started a magazine called *Student*. The magazine tied many schools together and focused on the students themselves rather than the schools. After publishing the first issue, Branson received a note from the headmaster of the school that he and Gems attended. It read: "Congratulations, Branson. I predict that you will either go to prison or become a millionaire."

Branson dropped out of school and continued to pursue his entrepreneurial interests. His next venture was a discount music business called Virgin Records. Then entrepreneurial venture after entrepreneurial venture developed, culminating in extraordinary success. Sir Richard – knighted by the Queen of England in 2000 – has mostly majority stakes in over 200 companies that constitute his multibillion-dollar entrepreneurial empire. Global revenues were approximately \$20 billion in 2006.

Branson is not a conventional businessperson – and he never intended to be one. In fact, he is about as far removed from the stereotypical CEO as one can imagine. "He continues to be a corporate iconoclast, defying conventional wisdom, pushing the envelope, poking fun at the big guys, saying exactly what he wants." Branson has irreverence for authority, which he claims to have inherited from both parents. He relishes becoming involved in "industries that charge too much (music), or hold consumers hostage (cellular), or treat them badly and bore them to tears (airlines)". His aim is to upset the status quo in such industries.

Branson also relishes teamwork and brings it into play in his entrepreneurial ventures. He has an "advisory team, whose job it is to capture his entrepreneurial ideas and wrestle them into some kind of corporate structure that is both attractive to investors and palatable to him." He also gives others opportunities to develop their ideas into business ventures that he backs.

Sir Richard's entrepreneurial ventures and work pique his intellectual curiosity and provide the education he was never able to get in school. "What really sets him apart from other CEO's is that he doesn't mind surprises. He thrives on them. Start-up problems don't bother him at all. Neither do unforeseen battles."

Questions:

7.1. Analyse the case study and distinguish the personality of Mr. Branson by using both the MBTI and Big 5 personality assessments. In your answer you need to discuss theory and provide relevant examples from the case study. (15 marks)

TOTAL

(100)

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Exam paper compiled by Leon Bezuidenhoud