**Chapter 5**

1. Theories that purport to explain how people make causal explanations and how they answer questions beginning with “why” are known as:

A. value expectancy theories.

B. consistency theories.

C. attribution theories.

D. learning theories.

2. TRA stands for:

A. theory of reasonable action.

B. theory of rational action.

C. theory of reasoned action.

D. theory of realistic action.

3. TRA and TPB are similar to Freudian theory and other theories that view behavior as being controlled by “unconscious motives or desires of silence” that are widely prevalent among the masses, especially in nonindustrialized countries.

4. Theories that postulate that a behavior depends on the worth placed by an individual on an outcome and the individual’s estimate of the likelihood that a given action will result in that outcome are known as:

A. value expectancy theories.

B. consistency theories.

C. attribution theories.

D. learning theories.

5. An overall feeling of like or dislike regarding any given behavior is known as:

A. behavioral intention.

B. attitude toward the behavior.

C. behavioral belief.

D. outcome evaluation.

6. The TRA and TPB provide strong guidance with regard to measurement of their constructs. True or False.

7. A perception about how easy or difficult it is to perform a behavior in each condition identified in a person’s control beliefs is known as:

A. perceived severity.

B. perceived behavioral control.

C. perceived power.

D. perceived susceptibility.

8. The unique feature of the theory of reasoned action (TRA) and the theory of planned behavior (TPB) is that they argue that behavioral \_\_\_\_\_\_\_\_\_ is the most important determinant of behavior.

A. action

B. intention

C. activity

D. performance

9. The degree to which a person wants to act in accordance with the perceived wishes of those significant in his or her life is known as a(n):

A. normative belief.

B. behavioral belief.

C. subjective norm.

D. motivation to comply.

10. Learning theories are those that postulate that a behavior depends on the value placed by an individual on an outcome and the individual’s estimate of the likelihood that a given action will result in that outcome. True or False.