



MACHAKOS UNIVERSITY

University Examinations for 2018/2019 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF SOCIAL SCIENCES

SECOND YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF ARTS

ASC 430: COLLECTIVE BEHAVIOUR

DATE: 23/7/2019

TIME: 2.00-4.00 PM

INSTRUCTIONS: Answer QUESTION ONE and any other TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Explain the meaning of collective behavior showing the various forms it may take. (6 marks)
- b) Outline the assumptions of convergence theory showing its application in the modern society. (6 marks)
- c) Identify and explain any three major breakthroughs our political system has achieved through collective action. (6 marks)
- d) Indicate the negative influence of technology on collective behavior. (6 marks)
- e) Outline the benefits women in Kenya have reaped from collective action. (6 marks)

QUESTION TWO (20 MARKS)

- a) Describe the ways in which collective action is initiated. (10 marks)
- b) Analyze the theory of rumour transmission showing its relevance in contemporary collective behavior. (10 marks)

QUESTION THREE (20 MARKS)

- a) Give a justification for collective action in addressing socioeconomic issues in our society. (10 marks)
- b) Describe the basic components of social behavior. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Analyze the influence of technology on social movements (10 marks)
- b) Using relevant examples, analyze the impact of collective behaviour on individuals in our society. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Describe the challenges initiators of collective action may face while trying to mobilize masses. (10 marks)
- b) Drawing relevant examples from Kenya, explain how collective behavior has enabled communities to grow local economies. (10 marks)