



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF SOCIAL SCIENCES

.....YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF ARTS (SOCIOLOGY)

ASC 430: COLLECTIVE BEHAVIOUR

DATE:

TIME:

INSTRUCTIONS: Answer QUESTION ONE and any other TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Explain any **THREE** strategies employed in the organization and execution of collective action. (6 marks)
- b) Describe **THREE** obstacles to collective action efforts. (6 marks)
- c) Analyze **THREE** characteristic aspects of collective behavior as posted in the Deindividuation Theory. (6 marks)
- d) Outline **SIX** benefits women in Kenya have reaped from collective action. (6 marks)
- e) Explain the meaning of collective behavior showing the various forms it may take.(6 marks)

QUESTION TWO (20 MARKS)

- a) Describe **FIVE** ways in which technology influences collective behavior. (10 marks)
- b) Explain any **FIVE** major breakthroughs Kenya's economy has achieved through collective action. (10 marks)

QUESTION THREE (20 MARKS)

- a) Examine any **FIVE** justifications for collective action in addressing socioeconomic issues in our society. (10 marks)
- b) Analyze **FIVE** ways in which collective behavior has negatively impacted on individuals in our society. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Explain **FIVE** contributions of media in social processes in Kenya (10 marks)
- b) Discuss the relevance of Le Bon's Crowd Psychology theory in Kenya's socio-political processes. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Evaluate the benefits gender development processes have achieved through collective action. (10 marks)
- b) Explain any **FIVE** stereotypes of collective behavior. (10 marks)