



# MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF SOCIAL SCIENCES

FIRST YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF ARTS (GENDER & DEVELOPMENT)

BACHELOR OF COUNSELLING PSYCHOLOGY

BACHELOR OF ARTS

APS 102: SOCIAL PSYCHOLOGY

DATE:

TIME:

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## INSTRUCTIONS

Answer Question One and Any Other Two Questions

### QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Define the following terms as used in social psychology.
- i) Self-concept (2 marks)
  - ii) Socialization (2 marks)
  - iii) Social perception (2 marks)
- b) Identify two advantages of correlation studies/research. (2 marks)
- c) Differentiate between the following terms:
- a) Authentic and ideal self-presentation (2 marks)
  - b) Internal & external attributions. (2 marks)
- d) Outline three research methods in social psychology. (3 marks)
- e) Mention three basic emotions. (3 marks)
- f) Identify three consequences of group cohesion. (3 marks)
- g) Mention three types of reinforcement schedules (3 marks)
- h) Outline three functions of non-verbal cues. (3 marks)
- i) Discuss three main functions of self. (3 marks)

**QUESTION TWO (20 MARKS)**

- a) Describe four ways socializing agents encourage you to conform to traditional gender roles. (8 marks)
- b) Discuss the concept of impression formation with the help of relevant examples. (6 marks)
- c) Discuss three outcomes of cohesion in a group (6 marks)

**QUESTION THREE (20 MARKS)**

- a) Discuss how gender socialization influences who runs for office and for whom we vote? (8 marks)
- b) Describe three properties of attitude. (6 marks)
- c) Discuss three defining characteristics of a group. (6 marks)

**QUESTION FOUR (20 MARKS)**

- a) Discuss the premises of social comparison theory, and how it is used to gain information about the self. (8 marks)
- b) Describe three ways that schools serve as agents of socialization. (6 marks)
- c) Describe three impression management strategies. (6 marks)

**QUESTION FIVE (20 MARKS)**

- a) Explain major preposition of Kelley's covariation model, and discuss the three types of covariation information. (8 marks)
- b) Discuss three perspectives of socialization (6 marks)
- c) Describe three factors that have influenced your attitude towards building bridges initiative (BBI). (6 marks)