



MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF SOCIAL SCIENCES

FIRST YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF ARTS (COUNSELLING PSYCHOLOGY)

BACHELOR OF ARTS (GENDER AND DEVELOPMENT

BACHELOR OF ARTS

APS 102: SOCIAL PSYCHOLOGY

DATE: 17/6/2021

TIME: 8:30 – 10:30 AM

INSTRUCTIONS: Answer QUESTION ONE and any other TWO QUESTIONS.

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Describe what sociologists mean by the following terms.
 - i) Social psychology (2 marks)
 - ii) Self-esteem (2 marks)
 - iii) Attribution error (2 marks)
- b) Outline two functions of attitudes. (2 marks)
- c) Differentiate between the following terms:
 - i) Intrinsic and extrinsic motivation. (2 marks)
 - ii) Social and task cohesion. (2 marks)
- d) Discuss the importance of studying social psychology. (3 marks)
- e) Discuss three major themes in social psychology (3 marks)
- f) Outline three research methods in social psychology. (3 marks)
- g) Identify three non-verbal cues in communication. (3 marks)
- h) State three attributes/characteristics of a group. (3 marks)
- i) Describe the media's function as an agent of socialization (3 marks)

QUESTION TWO (20 MARKS)

- a) Explain four distinct features that differentiate science from other academic fields. (8 marks)
- b) Describe three factors that influence attitude formation. (6 marks)
- c) Explain three reasons why people conform to a group even when it goes against their personal beliefs. (6 marks)

QUESTION THREE (20 MARKS)

- a) Identify four contrasting cultures and describe one social norm and one role from each. (8 marks)
- b) Discuss the implications of self-perception theory on self-knowledge. (6 marks)
- c) Explain three consequences of cohesion in a group (6 marks)

QUESTION FOUR (20 MARKS)

- a) Discuss the main propositions in the theory of planned behavior (8 marks)
- b) Explain three tactical impression management strategies. (6 marks)
- c) The main agents of socialization include family, education and mass media. Describe the way each works in the socialization process (6 marks)

QUESTION FIVE (20 MARKS)

- a) Discuss the Fritz Heider attribution theory. (8 marks)
- b) Explain the three important processes of socialization. (6 marks)
- c) A dissenting minority group is opposed to the construction of a meat company in your village. Discuss three points on how this group can successfully influence the community. (6 marks)