



# MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF SOCIAL SCIENCES

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF ARTS (SOCIOLOGY)

ASC 430: COLLECTIVE BEHAVIOUR

DATE: 23/10/2020

TIME: 8:30 – 10:30 AM

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**INSTRUCTIONS: Answer QUESTION ONE and any other TWO QUESTIONS**

## QUESTION ONE (30 MARKS)

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

## QUESTION TWO (20 MARKS)

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

## QUESTION THREE (20 MARKS)

- Examine any **FIVE** justifications for collective action in addressing socioeconomic issues in our society. (10 marks)
- 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)