



# **MACHAKOS UNIVERSITY**

**University Examinations 2017/2018**

**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES**

**DEPARTMENT OF SOCIAL SCIENCES**

**FOURTH YEAR SECOND SEMESTER EXAMINATIONS FOR BACHELOR OF ARTS**

**ASC 430: SOCIOLOGY OF COLLECTIVE BEHAVIOUR**

**DATE: 19/12/2017**

**TIME: 8:30 – 10:30 AM**

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**INSTRUCTIONS: Answer Question One and Any Other Two Questions**

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

- a) Identify ANY **EIGHT** characteristics or conditions of collective behavior (8 marks)
- b) Discuss the elementary forms of collective behavior and how they set the platform for major forms of collective behavior (12 marks)
- c) Explain the ethical issues that arise in collective behavior (10 marks)

## **QUESTION TWO (20 MARKS)**

Using local Kenyan University examples, explain why people prefer to act collectively rather than individually.

## **QUESTION THREE (20 MARKS)**

Explore the relevance of collective behavior as a discipline today

## **QUESTION FOUR (20 MARKS)**

Citing examples, discuss how Information Communication Technology is a driver of collective behavior.

## **QUESTION FIVE (20 MARKS)**

Distinguish between the public opinion and propaganda and explain how the two have been used in the Kenyan political arena.