



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF SOCIAL SCIENCES

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR
BACHELOR OF ARTS (GENDER AND DEVELOPMENT STUDIES)

ASC 430: COLLECTIVE BEHAVIOUR

DATE: 8/5/2019

TIME: 11.00-1.00 PM

INSTRUCTIONS

Answer Question One and any other Two Questions

QUESTION ONE (30 MARKS)

- a) Analyze the concept of collective behavior. (6 marks)
- b) Describe three forms of collective behaviour. (6 marks)
- c) Elaborate on the assumptions posited by the proponents of the De-individuation theory. (6 marks)
- d) Outline six negative effects irresponsible collective behavior has had on our economy. (6 marks)
- e) Explain three stereotypes of collective behavior (6 marks)

QUESTION TWO (20 MARKS)

- a) Explain the various strategies employed in collective action (10 marks)
- b) Analyze the significance of collective action in social transformation processes. (10 marks)

QUESTION THREE (20 MARKS)

- a) Analyze the influence of media on social movements (10 marks)
- b) Using suitable examples, analyze Le Bon's theory of Crowd Psychology showing its relevance to the current social processes. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Discuss the benefits an economy may accrue by developing its social capital. (10 marks)
- b) Explain the hurdles faced by leaders of social movements in their attempts to ensure their sustenance. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Using relevant examples, explain how gender development processes have benefitted from collective action. (10 marks)
- b) Analyze the influence of culture on the behavior of leaders and managers. (10 marks)