

MACHAKOS UNIVERSITY
UNIVERSITY EXAMINATIONS 2018/2019 Academic Year
SCHOOL OF EDUCATION
DEPARTMENT OF EARLY CHILDHOOD EDUCATION
EXAMINATION FOR BACHELOR OF EDUCATION
ECE 410: SOCIAL PSYCHOLOGY

INSTRUCTIONS

ANSWER QUESTION ONE and any other TWO QUESTIONS

QUESTION ONE

(a) Define the following terms:

- (i) Self-concept
- (ii) Social perception
- (iii) Self Perception (3 marks)

(b) Outline **six (6)** of the salient characteristics that can be seen among people with high self esteem (6 marks)

(c) Briefly describe **four (4)** channels of communication that a person uses from which one could try to distinguish between truth and deception (4 marks)

(d) Explain the **five (5)** cognitive heuristics (5 marks)

(e) Describe **three (3)** approaches of measuring attitudes (6 marks)

(f) Describe **three (3)** factors that influence resistance to persuasion (6 marks)

QUESTION TWO

Discuss **two (2)** theories of attitude change. (20 marks)

QUESTION THREE

Describe **five (5)** factors that affect group decision making. (20 marks)

QUESTION FOUR

Analyze factors that influence compliance (20 marks)

QUESTION FIVE

Using the theories of Great person and Contingency, describe who a leader is (20 marks)