



MACHAKOS UNIVERSITY

University Examinations 2016/2017

SCHOOL OF HUMANITIES AND SOCIAL SCIENCE

DEPARTMENT OF SOCIAL SCIENCES

FIRST YEAR SECOND SEMESTER EXAMINATION FOR BACHELOR OF ARTS

APS 102: SOCIAL PSYCHOLOGY

DATE: 2/6/2017

TIME: 11:00 – 1:00 PM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

1.
 - a) Define the following terms as used in social psychology. (10 marks)
 - i. Social psychology
 - ii. Theory
 - iii. Attribution
 - iv. Cognitive dissonance
 - v. Attitude
 - b) Describe the benefits of self-awareness (5 marks)
 - c) Explain how reinforcement, punishment and re-education can be applied in attitude change. (6 marks)
 - d) Highlight three core characteristics of groups. (3 marks)
 - e) Explain three leadership styles. (6 marks)
2.
 - a) Explain two key factors that interact to shape our personality. (10 marks)
 - b) Discuss the following types of social influence. (10 marks)
 - i. Compliance
 - ii. Internalization
 - iii. Conformity

- iv. Social loafing
 - v. Self-fulfilling prophecy
- 3.
 - a) Analyse two negative outcomes associated with attribution. (4 marks)
 - b) Describe the following methods of attitude formation (16 marks)
 - i. Direct instruction
 - ii. Cognitive dissonance
 - iii. Unconscious motivation
 - iv. Rational analysis
- 4.
 - a) Discuss three factors that influence the persuasiveness of a message. (6 marks)
 - b) Factors that influence development of antisocial behavior. (14 marks)
- 5.
 - a) Describe any five forms of discrimination using examples. (10 marks)
 - b) Explain the difference between prosocial and antisocial behavior using relevant examples. (10 marks)