



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF EDUCATION

DEPARTMENT OF EARLY CHILDHOOD EDUCATION & EDUCATIONAL
COMMUNICATION & TECHNOLOGY

FOURTH YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF EDUCATION

ECE 410: SOCIAL PSYCHOLOGY

DATE:

TIME:

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)