

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR ARTS IN
ECONOMICS AND SOCIOLOGY**

SOCI 241: COLLECTIVE BEHAVIOUR AND SOCIAL MOVEMENTS

STREAMS:

TIME: 2 HOURS

DAY/DATE: TUESDAY 23/03/2021

11.30 A.M – 1.30 P.M

INSTRUCTIONS:

Answer question one and any other two questions

Do not write on the question paper

1. (a) Define collective behavior? [3 marks]
(b) Making reference to the value added theory of Neil Smelser, discuss the preconditions for collective behavior. [15 marks]
(c) Using appropriate examples explain the concept of deindividuation. [12 marks]
 2. Identify and describe the various types of collective behavior. [20 marks]
 3. Using relevant illustrations explain the techniques used to shape public opinion. [20 marks]
 4. Making reference to the contagion theory, discuss the factors that give crowd power over an individual. [20 marks]
 5. Citing examples show the relationship between social movements and social change. [20 marks]
 6. Define ideology and discuss the role of an ideology in a social movement. [20 marks]
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