

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR OF ARTS IN ECONOMICS & SOCIOLOGY
AND BACHELOR OF ARTS GENERAL**

SOCI 342: SOCIAL PSYCHOLOGY I

STREAMS: BA (ECON & SOCI), BA (GEN)

TIME: 2 HOURS

DAY/DATE: FRIDAY 26/03/2021

2.30 P.M – 4.30 P.M.

INSTRUCTIONS:

- **Answer question ONE and any other TWO**
- **Do not write on the question paper**

- Q1. (a) Distinguish between prejudice and stereotype. Use relevant examples [5 marks]
(b) Briefly describe any two theories of attitude formation and change [10 marks]
(c) With relevant examples, explain the importance of any three stages of Maslow's motivation theory. [15 marks]
- Q2. Relate the four perspectives applied by social psychology to explain the public behaviour of the Kenyan society in coping with measures to curb the spread of the Covid 19 pandemic. Use relevant examples. [20 marks]
- Q3. Critically evaluate the relevance of any five personality factors in understanding corruption practices among Kenyan public servants. [20 marks]
- Q4. Discuss with relevant examples the role of any five agents of socialization in the empowerment of Kenyan youth for self-sustenance [20 marks]
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