

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

SOCI 342: SOCIAL PSYCHOLOGY I

STREAMS: BED (ARTS), BA (ECON STAT)

TIME: 2 HOURS

DAY/DATE: MONDAY 10/12/2018

2.30 PM – 4.30 PM

INSTRUCTIONS:

- **Answer Question One and any other two**
- **Do not write on the question paper**

1. (a) What is conformity? Explain why people conform in groups. [10 marks]
(b) With relevant examples briefly explain how any five agents socialize individuals as members of society. [10 marks]
(c) Examine any two theories social psychology applies to explain behavior in social setting. [10 marks]
 2. With relevant examples discuss the significance of Freud's psycho-sexual development to understanding personality development. [20 marks]
 3. With reference to any four theories and the use of relevant examples, examine how attitudes are acquired and maintained. [20 marks]
 4. Critically evaluate any five factors that influence personality development. Use relevant examples. [20 marks]
 5. Discuss the relevance of Maslow's theory of hierarchy of needs to understanding human motivation. [20 marks]
-