

CHUKA

UNIVERSITY



UNIVERSITY EXAMINATIONS

EMBU CAMPUS

EXAMINATION FOR THE AWARD OF DIPLOMA
IN COMMUNITY DEVELOPMENT

EPSY 0233: INTRODUCTION TO SOCIAL PSYCHOLOGY

STREAMS: DIP. CDEV (ODEL)

TIME: 2 HOURS

DAY/DATE: MONDAY 27/09/2021

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS

- Answer three questions. Question one is compulsory.

Question one

- Define the term social psychology. (2 marks)
- Discuss four core concerns of social psychology. (8 marks)
- Explain any five factors that influence attitude formation. (10 marks)
- Discuss any five factors that influence prosocial behavior. (10 marks)

Question two

- Define the term cognitive dissonance. (2 marks)
- Explain four steps involved in observational learning. (8 marks)
- Discuss any five agents of socialization. (10 marks)

Question three

- Define the following terms as used in social psychology
 - Prosocial behavior (2 marks)
 - Self-concept (2 marks)

- iii. Conformity (2 marks)
 - iv. Social cognition (2 marks)
 - v. Social loafing (2 marks)
- b) Discuss five factors that influence decision making in a group. (10 marks)

Question four

- a) Describe any five elements in social psychology. (10 marks)
 - b) Discuss the theory of social learning in social psychology. (10 marks)
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