

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS
(PSYCHOLOGY)**

PSYC 411: SOCIAL PSYCHOLOGY

STREAMS: Y4S1

TIME: 2 HOURS

DAY/DATE: TUESDAY 30/03/2021

2.30 P.M – 4.30 P.M

INSTRUCTIONS:

Answer question one and any other two questions.

Do not write on the question paper

1. (a) Discuss the four major concerns of social psychology. [8 marks]
- (b) Explain four categories of socialization. [8 marks]
- (c) State four characteristics of auditory learners. [4 marks]
- (d) Discuss four paradigms of cognitive dissonance theory. [8 marks]
- (e) State two components of attitude. [2 marks]
2. (a) Discuss five factors that influence formation of attitude. [10 marks]
- (b) Describe observational learning theory indicating clearly the four steps involved in learning. [10 marks]
3. (a) Discuss the following types of learning. [10 marks]
- (i) Visual learning [4 marks]
- (ii) Tactile learners [3 marks]

(iii) Kinesthetic learners [3 marks]

(b) Discuss the advantages of self-help group as a form of learning. [10 marks]

4. (a) Discuss four sources of attitude and show how attitude influence behaviour. [10 marks]

(b) Describe any five components of love according to Sternberg's triangular theory of love. [10 marks]
