

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF CERTIFICATE IN SOCIAL WORK

SOWK 00114: INTRODUCTION TO SOCIAL PSYCHOLOGY I

STREAMS:

TIME: 2 HOURS

DAY/DATE: THURSDAY 06/12/2018

11.30 A.M – 1.30 P.M

INSTRUCTIONS

- Answer question one (Compulsory) and any other two

1. (a) Define these terms; [10 marks]
 - (i) Social psychology
 - (ii) Attitude
 - (iii) Motive
 - (iv) Emotion
 - (v) Identify

(b) Contrast socialization and resocialization. [4 marks]

(c) Describe behaviour modification. [3 marks]

(d) Describe 5 techniques of social influence. [10 marks]

(e) Define inter-group conflict. [3 marks]
2. (a) Describe the social learning theory. [10 marks]
- (b) Discuss three ways of explaining attributions. [6 marks]
- (c) Explain briefly the role of emotions in socialization. [4 marks]
3. (a) Personality disorders affect socialization. Discuss. [10 marks]
- (b) Differentiate conformity, compliance and obedience. [10 marks]
4. (a) Define cognitive dissonance. [3 marks]

- (b) Describe how you can use persuasion to influence a behaviour change. [10 marks]
- (c) Explain how human beings are social animals. [7 marks]
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