

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

SECOND YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF PSYCHOLOGY

PSYC 430: SOCIAL PSYCHOLOGY

STREAMS: B (PSYC) Y4S1

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 5/12/2018

2.30 P.M - 4.30 P.M.

INSTRUCTIONS:

- Answer Question ONE (COMPULSORY) and any other TWO
- Do not write on the question paper

QUESTION ONE

- (a) Explain the four core concerns of social psychology. [8 Marks]
- (b) Explain the four models of attribution theory. [12 Marks]
- (c) Explain any five factors that influence attitude change. [10 Marks]

QUESTION TWO

- (a) Discuss how the three types of attachment influence interpersonal relationship. [15 Marks]
- (b) Evaluate the role of a school as an agent of socialization. [5 Marks]

QUESTION THREE

- (a) Examine the main features of the following individual learning styles;
 - (i) Visual learners [5 Marks]
 - (ii) Kinaesthetic learners [5 Marks]
- (b) Evaluate any two sources of attitude change. [10 Marks]

QUESTION FOUR

- (a) Citing relevant examples, distinguish between development and socialization. [8 Marks]
- (b) Discuss four paradigms of cognitive dissonance theory. [12 Marks]

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