

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF CERTIFICATE IN PSYCHOLOGY

EPSY 00121: SOCIAL PSYCHOLOGY

STREAMS: CERT.

TIME: 2 HOURS

DAY/DATE: FRIDAY 17/04/2020

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- **Answer question ONE and any other TWO.**

- Q1. (a) Explain the following terminologies as used in social psychology.
- (i) Social psychology (2 marks)
 - (ii) Cognitive dissonance (2 marks)
 - (iii) Social facilitation (2 marks)
 - (iv) Attitude (2 marks)
 - (v) Social cognition (2 marks)
- (b) Explain five agents of socialization and show the impact of each on individual behaviour. (10 marks)
- (c) Discuss factors that influence attitude formation. (10 marks)
- Q2. (a) Discuss cognitive dissonance theory. (10 marks)
- (b) Explain five factors that influence decision making in groups. (10 marks)
- Q3. (a) Define the term socialization. (2 marks)
- (b) Explain four categories of socialization. (8 marks)

- (c) Discuss four core concerns of social psychology. (8 marks)
 - (d) What do you understand by self-concept? (2 marks)
 - Q4. (a) Discuss five factors that would get someone attracted by another. (10 marks)
 - (b) Critically discuss altruism. (10 marks)
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