

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF  
DIPLOMA IN COMMUNITY DEVELOPMENT**

**EPSY 0233: INTRODUCTION TO SOCIAL PSYCHOLOGY**

**STREAMS: DIP (COMDEV)**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 14/04/2020**

**2.30 PM – 4.30 PM**

---

**INSTRUCTIONS:**

**Answer Question One (Compulsory) and any other Two**

**Question One**

- (a) (i) Define social psychology [2 marks]
- (ii) Differentiate social psychology with psychology, sociology and anthropology. [6 marks]
- (b) Explain four elements in the scope of social psychology. [8 marks]
- (c) State any four theories of social psychology. [4 marks]
- (d) Highlight the difference between egoism and altruism. [4 marks]
- (e) Explain any three functions of language. [6 marks]

**Question Two**

- (a) Outline the following collective behavior with an example for each [12 marks]
  - (i) De-individualism
  - (ii) Diffusion of responsibility
  - (iii) Group think
- (b) Indicate four principles of attraction with illustrations. [8 marks]

**Question Three**

- (a) Differentiate these phenomena in social psychology
- (i) Social influence and peer pressure [4 marks]
  - (ii) Aggression and violence [4 marks]
  - (iii) Socialization and attribution [4 marks]
- (b) Point out four ways in which the study of social psychology will help you as a community developer. [8 marks]

**Question Four**

- (a) Highlight the four levels of attitude change. [8 marks]
- (b) Outline four components of human self-concept. [8 marks]
- (c) State four indicators of the cycle of effective communication. [4 marks]
-