

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS IN
PSYCHOLOGY**

PSYC 411: SOCIAL PSYCHOLOGY

STREAMS:

TIME:2 HOURS

DAY/DATE: THURSDAY 13/04/2023

11.30 A.M. –1.30 P.M.

INSTRUCTIONS

Answer Questions One and any other Two

Question one (1) is compulsory

1. a) Define the following terms as they relate to social psychology (10 marks)
 - i. Development
 - ii. Socialization
 - iii. Conformity
 - iv. Deviation
 - v. Symbiotic interaction
- b) With the use of relevant examples distinguish between individual and group learning (10 marks)
- c) Discuss the contributions of Emile Durkheim to the field of social psychology (10 marks)
2. a) Apart from Durkheim, discuss the contributions of any other four sociologists to the field of theory and research in social psychology (16 marks)
- b) Explain any two types of conformity (4 marks)
3. a) Evaluate any five challenges facing the rehabilitation of juveniles in Kenya (10 marks)

- b) Describe any five (5) types of symbiotic relationships (10 marks)
4. a) Discuss any five (5) factors influencing individuals behaviour (10 marks)
- b) i) Define the term attitude change (2 marks)
- ii) Describe any four (4) associative processes involved in low effort processes of attitude change (8 marks)
5. a) Describe how you would use attitude strength to change the attitude of a truant high school student (10 marks)
- b) i) Define the term motivation (2 marks)
- ii) You are the manager in a school with 500 students and 30 staff members both teaching and support staff. You start noticing high staff turnover and you realize that all is not well. In the past 12 months you have lost 5 of the best performing employees. Discuss any four (4) strategies that you would use to motivate your workers in the school. (8 marks)
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