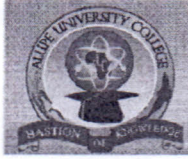


SOC 211



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ACADEMICS, RESEARCH AND STUDENTS' AFFAIRS

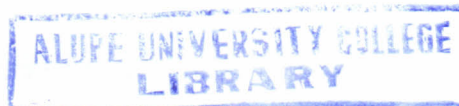
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## UNIVERSITY EXAMINATIONS

### 2018 /2019 ACADEMIC YEAR

SECOND YEAR FIRST SEMESTER REGULAR EXAMINATION

**FOR THE DEGREE OF BACHELOR OF SCIENCE  
(COUNSELLING PSYCHOLOGY)**



**COURSE CODE: SOC 211**

**COURSE TITLE: SOCIAL PSYCHOLOGY**

**DATE: 13<sup>TH</sup> DECEMBER, 2018**

**TIME: 2.00 PM – 5.00 PM**

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### INSTRUCTION TO CANDIDATES

- SEE INSIDE

**THIS PAPER CONSISTS OF 3 PRINTED PAGES**

**PLEASE TURN OVER**

SOC 211

**SOC 211 : SOCIAL PSYCHOLOGY**

**STREAM: BSc. CP**

**DURATION: 3 Hours**

**INSTRUCTIONS TO CANDIDATES**

- i. *Answer question ONE and any other TWO questions*
- ii. *Do not write on the question paper*

**Question One**

- a) Define the following terms as used in social psychology  
Social Psychology (2marks)  
Social influence (2marks)  
Persuasion (2marks)
- b) Distinguish the terms stereotype and prejudice giving an example of each (4marks)
- c) Explain THREE importance of studying social psychology (6marks)
- d) Briefly describe THREE factors that determine our attributions (6marks)
- e) A person of your age from another town moves next door. Neither of you speaks the other's language. What factors will tend to strengthen and weaken the likelihood of your becoming friends? (4marks)
- f) Identify FOUR reasons why people conform (4 marks)

**Question Two**

- a) Use a relevant example to illustrate the normative social influence (10 marks)
- b) Discuss the basic principles of social behavior (10marks)

**Question Three**

- a) Describe the following components of social cognition
  - i. Social perception (4 marks)
  - ii. Impression management (4marks)
  - iii. Social comparison (4marks)
- b) Explain how aggressive behaviour is acquired ( 8marks)

**Question Four**

“ Attitude formation may be an easy process but changing them is difficult”. In light

Of the above statement

- a) Briefly describe how attitudes are formed ( 8marks)
- b) Show how attitudes influence behaviour (6marks)
- c) Explain the factors that are important in attitude change (6marks)

**Question Five**

- a) Discuss the following methods used by social psychologists to conduct research
  - i. Observational method (5 marks)
  - ii. Experimental method (5marks)
- b) Explain FIVE ethical issues that arise in social psychology research (10mark)

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