

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FOURTHYEAR EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF PSYCHOLOGY

PSYC 430: SOCIAL PSYCHOLOGY

STREAMS: B. PSYC

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 06/12/2017

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS
- DO NOT WRITE ANYTHING ON THE QUESTION PAPER

1. (a) Explain the following terminologies as used in social psychology
 - (i) Social psychology [2 marks]
 - (ii) Social comparison [2 marks]
 - (iii) Self-serving bias [2 marks]
 - (iv) Cognitivedisornance [2 marks]
 - (v) Group polarization [2 marks]
 - (b) Differentiate between obedience, compliance and acceptance. [6 marks]
 - (c) Identify four core concerns of social psychology. [4 marks]
 - (d) State five factors related to informational social influence that may contribute to an individual conformity to group values. [5 marks]
2. Critically analyse the relevance of Festinger (1954) theory of social comparison in day to day life. [15 marks]
3.
 - (a) Discuss any four biases that may occur in attribution process according to the attribution theory. [10 marks]
 - (b) Explain how you would guide your counseling client to overcome being biased in his attribution. [5 marks]

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4. (a) (i) Define socialization [1 mark]
(ii) Identify four categories of socialization. [4 marks]
- (b) Identify five agents of socialization and show the impact of each on individual behaviour. [10 marks]
5. (a) Discuss any five factors that influence attitude formation. [10 marks]
- (b) Outline five factors that influence decision making in groups. [5 marks]
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