

**CHUKA**



**UNIVERSITY**

**COLLEGE**

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF  
BACHELOR OF ARTS (ECONOMICS & SOCIOLOGY)**

**SOCI 304: SOCIAL PSYCHOLOGY I**

**STREAM: B.A (ECON. & SOCI)**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 21/4/2011**

**8.30 A.M. – 10.30 A.M.**

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**INSTRUCTIONS:**

1. Question One is Compulsory.
2. Attempt any other two questions.

1. (a) What is social psychology? [2 marks]
- (b) With examples, discuss the following concepts:-
  - (i) Self efficacy
  - (ii) Overjustification
  - (iii) Self handicapping
  - (iv) Actor-Observer bias [12 marks]
- (c) Name any three attribution biases. [6 marks]
- (d) Define any two of the following:-
  - (i) Motivational bias
  - (ii) The person positivity bias
  - (iii) Self Awareness [4 marks]
- (e) What are situational causes of behaviour? [2 marks]
2. (a) Define self-discrepancy theory. [2 marks]
- (b) What arguments are advanced by the self-discrepancy theory? [4 marks]

- (c) According to Richard Lazarus and Susan Folkman, in order to determine if an event is stressful, people move through a series of stages. Explain the first two stages. [6 marks]
- (d) Describe the following terms:-
- (i) Type 'A' Behaviour pattern
  - (ii) Type 'B' Behaviour pattern
  - (iii) Hardiness
  - (iv) Problem-focused coping
  - (v) Stressor [10 marks]
3. (a) Give and explain any five factors which, according to social psychologists, contribute to attraction and liking. [10 marks]
- (b) What are proxemic rules as argued by Edward Hall? [2 marks]
- (c) Give and describe the four zones of physical distance as defined under the rules of distance. [8 marks]
- (d) What is interpersonal interaction? [2 marks]
4. (a) What is an attitude? [2 marks]
- (b) Name the three major components of an attitude. [6 marks]
- (c) What is cognitive dissonance? [2 marks]
- (d) Briefly discuss how to measure an attitude using the Likert scale. [4 marks]
- (e) Which four factors should be considered in evaluating the results of an attitude survey? [8 marks]
5. (a) Name two examples of how children learn prejudicial attitudes. [4 marks]
- (b) Which are the three important influences that maintain or help to maintain prejudice? [6 marks]
- (c) Define frustration and aggression and show their differences. [6 marks]
- (d) State three effects of social and physical surrounding on aggressive behaviour. [6 marks]
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