

# UNIVERSITY OF NAIROBI

UNIVERSITY EXAMINATIONS 2013/2014

SECOND YEAR EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS

CPY 203 : SOCIAL PSYCHOLOGY

DATE: 23<sup>RD</sup> APRIL, 2014

TIME: 6.00 P.M. – 8.00 P.M.

## INSTRUCTIONS:

Answer any THREE Questions.

- (a) Discuss four areas in which the discipline of psychology is applicable. (11 marks)  
*Education, Mental health, Learning*
- (b) Describe six factors that influence attraction and liking in relationships. (12 marks)  
*Proximity, Attractiveness, Reciprocity, Rewardness*
- (a) Define attitudes and explain three ways in which we acquire our most basic attitudes. (12 marks)
- (b) Using a school setting as a guide, explain how you would use three leadership styles to achieve results. (11 marks)
- (a) Discuss three ways in which prejudice and discrimination can be reduced in society. (12 marks)  
*Intergroup contact, Education, Government*
- (b) With examples, distinguish between conformity and compliance. (11 marks)
- (a) Define the concepts of frustration and aggression and show how they are manifested on our roads today. (12 marks)
- (b) Using examples, discuss three ways in which altruistic behaviour is manifested in our society today. (11 marks)