



UNIVERSITY OF NAIROBI

MODULE II DEGREE PROGRAMME – 2012/2013

SECOND YEAR EXAMINATIONS FOR THE DEGREE OF
BACHELOR OF ARTS

CPY 203 – SOCIAL PSYCHOLOGY

DATE: MAY 13, 2013

TIME: 6.00 P.M. – 8.00 P.M.

INSTRUCTIONS:

Answer THREE questions. Question ONE is COMPULSORY.

1. (a) The central concern of social psychology is how people understand, interact and relate with others. Discuss. [8 marks]
- (b) How can you apply social psychology in advertising, sports and politics? [12 marks]
- (c) Explain how wealth and power are exhibited by our leaders today. [10 marks]
2. (a) Distinguish between prejudice and discrimination using examples. [8 marks]
- (b) Describe three ways suggested by social psychologists for the reduction of prejudice in society. [12 marks]
3. (a) Describe three explanations offered to help understand the concept of aggression. [12 marks]
- (b) With examples, illustrate how culture influences aggressive tendencies. [8 marks]
4. (a) Discuss two ways that have been suggested for attitude change. Use examples. [12 marks]
- (b) Explain the concept of personal space using clear examples. [8 marks]
5. (a) With examples, explain how stereotypes influence people's relationships with others. [8 marks]
- (b) Using your knowledge of Milgram's studies on obedience, explain why people hurt others in obedience to those in authority. [8 marks]