



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**THIRD YEAR FIRST SEMESTER EXAMINATION FOR DEGREE
OF BACHELOR OF ARTS IN ANTHROPOLOGY WITH
INFORMATION TECHNOLOGY**

CITY CAMPUS - DAY

ASA 303: CULTURE, PERSONALITY AND TECHNOLOGY

Date: 28th November, 2016

Time: 2.00 - 5.00pm

INSTRUCTIONS:

- Answer ANY THREE Questions.



- 1) Discuss how people employ defense mechanisms to protect the ego from external harm. (23.3 marks)
- 2) Using examples, discuss the theory of classical conditioning. (23.3 marks)
- 3) Examine the development stages used to explain human desire for sexual gratification using various parts of the body. Give relevant examples. (23.3 marks)
- 4) Using examples, discuss the personality types that Ruth Benedict talked about. (23.3 marks)
- 5) Discuss the determinants of personality giving relevant examples. (23.3 marks)
- 6) Examine the impact of modern technology on the indigenous way of life using examples from a community of your choice. (23.3 marks)