



# MASENO UNIVERSITY

## UNIVERSITY EXAMINATIONS 2012/2013

FIRST YEAR FIRST SEMESTER EXAMINATION FOR  
THE DEGREE OF BACHELOR OF ARTS IN SOCIOLOGY  
& ANTHROPOLOGY WITH INFORMATION  
TECHNOLOGY  
(CITY CAMPUS - EVENING)

### **ASO 103: INTRODUCTION TO SOCIAL PSYCHOLOGY**

*Date: 22<sup>nd</sup> July, 2013*

*Time: 5.30 – 7.30 p.m.*

---

#### INSTRUCTIONS:

- ◆ Answer ANY THREE questions.

**ASO 103: INTRODUCTION TO SOCIAL PSYCHOLOGY**

**KISUMU CITY CAMPUS COLLEGE**

**YEAR ONE SEMESTER ONE**

Answer any **THREE** questions.

1. Explain the frustration aggression theory, showing clearly how it could help account for the differences in the outcomes of the 2007 and 2013 general elections in Kenya. (23.3 mks)
2. Define types of attitudes and show their consequences in everyday life. (23.3 mks)
3. Use relevant examples to explain why people tend to conform to the influence of groups to which they belong. (23.3 mks)
4. You have been tasked to develop a health promotion programme to promote voluntary HIV testing among Maseno University students. Using the health belief model, discuss the factors that would affect the likelihood of success of the programme. (23.3 mks)
5. Elaborate on the key arguments of role theory and highlight its limitations. (23.3 mks)
6. You have been invited to a job interview with a reputable organization. Explain the impression management strategies that you would employ to achieve a convincing performance. (23.3 mks)