

CHUKA



UNIVERSITY

## UNIVERSITY EXAMINATIONS

### EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS PSYCHOLOGY

**PSYC 411: SOCIAL PSYCHOLOGY**

**STREAMS: BA (PSYC)**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 03/12/2019**

**11.30 AM – 1.30 PM**

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#### INSTRUCTIONS:

- **Answer question ONE and any other THREE questions**
- **Do not write on the question paper**

- (a) Explain the core concerns of social psychologists. [8 marks]
  - (b) Highlight three factors to consider when making inferences according to correspondence inference theory. [3 marks]
  - (c) State four types of social model according to Albert Bandura theory. [4 marks]
  - (d) Describe four steps involved in observational learning theory. [8 marks]
  - (e) State two advantages of individual learning. [2 mark]
- (a)
    - (i) What is socialization. [1 mark]
    - (ii) Explain four categories of socialization? [4 marks]
  - (b) Discuss five agents of socialization. [10 marks]
- (a) Discuss five factors that influence formation of attitudes. [10 marks]
  - (b) Explain the following processes of different levels of attitude change. [5 marks]
    - (i) Compliance
    - (ii) Identification
    - (iii) Internalization

4. (a) Discuss the following group learning techniques giving the disadvantage of each
- (i) Case study [2 marks]
  - (ii) Buzz session [2 marks]
  - (iii) Discussion [1 mark]
- (b) Discuss five characteristics of kinesthetic learners. [10 marks]
5. (a) Discuss the paradigms of cognitive dissonance theory by Festinger 1956. [10 marks]
- (b) Explain any five types of love according to triangular theory of love.[5 marks]
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