

70

**MASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATION 2016/2017 ACADEMIC YEAR**

**FIRST YEAR SECOND SEMESTER**

**SCHOOL OF ARTS AND SOCIAL SCIENCES**

**BACHELOR OF ARTS**

**COURSE CODE: SWK 1207**

**COURSE TITLE: SOCIAL PSYCHOLOGY FOR SOCIAL WORK**

**DATE: 9TH MAY 2017 TIME: 0830 - 1030 HRS**

**INSTRUCTIONS TO CANDIDATES**

* ***Answer question ONE (compulsory) and any other TWO questions.***
* ***Question one carries 30 marks***
* ***All other questions carry 20 marks***

*This paper consists of 2 printed pages. Please turn over.*

**QUESTION ONE**

a) Explain how the misinformation effect and false consensus effect help us to maintain inaccurate stereotypes **(2 marks)**

b) “Research is an important component to social psychology”. Discuss the statement (**4 marks)**

c) Examine factors responsible for prosocial behaviour, compliance and obedience. Use examples to illustrate your answer **(8 marks)**

d) Describe the following terminologies

i. Motivation **(2 marks)**

ii. Socialization and learning **(2 marks)**

iii. Sex and sexual orientation **(2 marks)**

iv. Defense mechanisms **(2 marks)**

d) “The sense of one's own identity and personal growth is a major achievement”. Discuss using Maslow’s hierarchy of needs. Give examples

**(8 marks)**

**QUESTION TWO**

a) One ofthe most important behaviors a child must learn is to be accepted by others. This is referred to as attachment. Discuss the four principles of attachment giving appropriate examples of each **(12 marks)**

b) Explain the extent to which cognitive development is universal in all cultures **(8marks)**

**QUESTION THREE**

a) Critically examine the role of nature and nurture in the development of one's behavior or personality **(10 marks)**

b) Explain how children temperament are affected by using different types of parental disciplinary styles **(10 marks)**

**QUESTION FOUR**

a) Explain how cognitive biases may have evolved **(8 marks)**

Describe how cognitive biases influence behaviour in two domains of social psychology **(12 marks)**

**QUESTION FIVE**

a)Based on Cialdini and Griskevicius (2014) describe reasons for social conformity and social compliance **(10 marks)**

b) Discuss how individuals can become aware of and cope with various forms of negative social influence **(10 marks)**

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