

**MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2016/2017 ACADEMIC YEAR**

**FIRST YEAR FIRST SEMESTER**

**SCHOOL OF ARTS AND SOCIAL SCIENCES**

**BACHELOR OF ARTS IN SOCIOLOGY**

**COURSE CODE : SOC 1106**

**COURSE TITLE: SOCIAL PSYCHOLOGY**

**DATE: 31ST JANUARY, 2017 TIME: 1100 – 1300HRS**

**INSTRUCTIONS TO CANDIDATES**

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

**Question 1**

1. Discuss the cognitive approach in social psychology and show why it has displaced behaviorism theory **( 20 marks)**
2. Define theory and show its importance in social psychology

**(10 marks)**

**Question 2**

Describe the field experiment and laboratory experiment methods of study in social psychology. **(15 marks)**

1. With relevant examples discuss the levels of analyzing human behavior

**(8 marks)**

**Question 3**

1. Discuss the main principles in Albert Bandura Social learning theory and show how environment reinforces modeling **( 12 marks)**
2. Define prejudice and using examples describe the major influences that maintain prejudice **( 8 marks)**

**Question 4**

1. Social perception is how an individual “sees” others and how others perceive an individual. Discuss **( 12 marks)**
2. Define aggression and discuss various types of aggression

**(8 marks)**

**Question 5**

Write short notes on the following:

1. ABC model of attitude **(5 marks)**
2. Characteristics of collective behavior **(5 marks)**
3. Altruism Helping behavior **(5 marks)**
4. Conformity **(5 marks)**

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