



PAN AFRICA CHRISTIAN UNIVERSITY
END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF ARTS IN COUNSELING PSYCHOLOGY
SEPTEMBER - DECEMBER 2020

CAMPUS: ROYSAMBU

DEPARTMENT: PSYCHOLOGY

COURSE CODE: 1313

COURSE TITLE: SOCIAL PSYCHOLOGY

EXAM DATE: 15TH DECEMBER 2020

TIME: 8:00 P.M. – 11:00 A.M.

DURATION: 3HRS

INSTRUCTIONS

- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.
- Answer **ALL** questions in Section A and **ANY** three in Section B

Section A: Compulsory; attempt ALL questions (10 Marks)

Question 1

Final year students who are not “Psychology Major” feel frustrated because they have to do “Social Psychology” even though it is an elective to complete their program. They believe that Social Psychology has nothing to do with them. To help them fully understand Social psychology,

- a) Define the term Social Psychology (3 Marks)
- b) Discuss the relevance and importance of Social Psychology in their daily lives using the five major headings of social psychology. (7 Marks)

Section B: Attempt Three questions from this section (30 Marks)

Question 2

Social cognition is the manner in which we interpret, analyze, remember and use information about the social world. Discuss using the terms **Schemas, Heuristics** and **affect**. (10 Marks)

Question 3

There is a possibility of adjusting how we present ourselves to others in different social context. This could be automatic; that we are no longer aware of the shifts we make in our self-presentations. Discuss (10 Marks)

Questions 4

People can be persuaded to change their attitudes and behaviour, either because they think systematically about a compelling message or because they are influenced by more peripheral cues. Discuss the different ways in which people can resist persuasion attempts. (10 Marks)

Question 5

You have been invited by a local organization in your locality to discuss the issues of stereotyping, prejudice and discrimination. Discuss five points of the content of your presentation. (10 Marks)

Question 6

Bullying can have truly devastating effects on its victims. There is evidence of children who have been repeatedly bullied by their classmates have actually committed suicide. Discuss

- a) The characteristics of bullies **(5 Marks)**
- b) Some positive steps to reducing the occurrence of Bullying **(5 Marks)**

Question 7

Research shows that there are many benefits of joining a group. Discuss in how many ways groups does for us **(10 Marks)**