



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

END OF SEMESTER EXAMINATION FOR THE DEGREE OF

BACHELOR OF ARTS IN COUNSELING PSYCHOLOGY

JANUARY – APRIL 2018 SEMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: PSYCHOLOGY

COURSE CODE: COU1313

COURSE TITLE: SOCIAL PSYCHOLOGY

EXAM DATE: TUESDAY 10TH APRIL 2018

TIME: 9:00AM-11:00AM

INSTRUCTIONS

- This examination script consists of **Five (5)** questions.
- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.
- Answer **Question ONE** and any other **TWO** questions
- Question **one** carries **30** marks
- Question 2-5 carry **15** marks each

QUESTION ONE: COMPULSORY

a) Define the following terms.

- i. Primacy effect (2mks).
- ii. Cognitive dissonance (2mks).
- iii. “Naive realism” (2mks).
- iv. Social loafing (2mks).

b). With an examples, discuss the role of social facilitation on performance. (4mks).

c) Briefly discuss the applicability of social psychology in the following settings:

- i. Education (3mks)
- ii. Community (3mks)

d) i) Evaluate any TWO factors that effectively increase group cohesion. (4mks)

ii) Discuss any TWO characteristics of behaviors of crowds. (4mks)

iii) Analyze the concept “Looking- glass-self.” (4mks)

QUESTION TWO

- a) Discuss Road Aggression and how it can be mitigating. (5mks)
- b) Explore why the criminal justice system is not very effective in deterring crime. (5mks)
- c) Discuss TWO processes that explain why exposure to media violence might increase aggressive behavior. (5mks)

QUESTION THREE

Edward Hall (1966) argues that proxemic rules are important in determining the Rules of distance appropriate in daily relationships.

- a. Illustrate the FOUR zones that govern physical distance in different relationships. (8mks)
- b. With an example, show how Rules of distance are culturally determined. (3mks)
- c. Discuss TWO factors that are closely linked to attraction and liking. (4mks)

QUESTION FOUR

- a. Illustrate how persuasion can be applied to sales and marketing. (4mks)
- b. Briefly analyze any TWO types of attribution Errors. (6mks).
- c. Critic the Social Identity Theory and the development of prejudice. (5mks)

QUESTION FIVE

- a. Describe the Tripartite Model of attitude structure (6mks).
- b. Analyze THREE ways through which we acquire attitudes. (3mks).
- c. Explore how attitude change. (6mks)