



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

MAIN EXAMINATION

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AUGUST - DECEMBER 2016 TRIMESTER

FACULTY OF ARTS AND SOCIAL SCIENCES

DEPARTMENT OF SOCIAL SCIENCES

REGULAR PROGRAMME

SSO 106: INTRODUCTION TO SOCIAL PSYCHOLOGY

Date: DECEMBER 2016

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY other TWO Questions

- Q1. a) Define Social Psychology and outline its subject matter **(15 marks)**
b) Discuss the utility of Social Psychology in the contemporary society. **(15 marks)**
- Q2. Briefly discuss the Structuralism School of Social Psychology and clearly show how it differs from the Gestalt School **(20 marks)**
- Q3. Discuss the fundamentals of Psycho-analytic Theory and show its relevance in explaining human behaviour **(20 marks)**
- Q4. Clearly identify and explain the main sources of human attitudes. Show how persuasion induces attitude change **(20 marks)**
- Q5. Critically analyze the social influences that produce conformity showing the lessons that a Social Psychologist can learn from such influences **(20 marks)**

END