



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

MAY – JULY 2019 TRIMESTER

FACULTY OF ARTS AND SOCIAL SCIENCES

DEPARTMENT OF SOCIAL SCIENCES

REGULAR PROGRAMME

SSO 106: SOCIAL PSYCHOLOGY

Date: JULY 2019

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and any other TWO Questions

- Q1. a) Define the following terms:
- (i) Attitude (2 marks)
 - (ii) Influence (2 marks)
 - (iii) Social psychology (2 marks)
 - (iv) Conformity (2 marks)
 - (v) Cognitive dissonance (2 marks)
- b) Discuss three perspectives of social psychology (10 marks)
- c) Give four reasons why people are attracted to others (10 marks)
- Q2. a) Discuss in detail the main sources of attitudes (10 marks)
- b) Trace the historical development of psychology (10 marks)
- Q3. a) Briefly discuss with reference to your community how the following are practiced:
- (i) Stereotyping (3marks)
 - (ii) Prejudice (3 marks)
 - (iii) Discrimination (3marks)
- b) Demonstrate your understanding of collective behaviour. (11marks)

- Q4. With relevant examples discuss three aspects that explain the power of social influence **(20 marks)**
- Q5. What do you understand by the term “fundamental attribution error” and how can it be avoided? **(20 marks)**

END