



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

P.O. Box 62157

00200 Nairobi - KENYA

Telephone: 891601-6

MAIN EXAMINATION

SEPTEMBER – DECEMBER 2019 TRIMESTER

FACULTY OF ARTS AND SOCIAL SCIENCES

DEPARTMENT OF SOCIAL SCIENCES

REGULAR PROGRAMME

SSO 106: INTRODUCTION TO SOCIAL PSYCHOLOGY

Date: DECEMBER 2019

Duration: 2 Hours

INSTRUCTIONS: Answer Questions ONE and any other TWO Questions

- Q1. a) Define the following terms: Stereotyping, Prejudice and Discrimination
(6 marks)
- b) Show the relationship between social psychology, sociology and psychology
(4 marks)
- c) What do you understand by “collective behaviour”?
(10 marks)
- d) Discuss the role of socialization in behaviour formation, clearly outlining its agents
(10 marks)
- Q2. a) Explain in detail the contribution of Aristotle , Plato, Freud and Wundt in psychology
(10 marks)
- b) In what ways did Allport; Lewin , Festinger and Goffman contribute to understanding of human behaviour in society?
(10 marks)

Q3. In our day to day interactions, we judge people based on their dispositions rather than situations. Stating the key scholar and his argument, show how this is explained in social psychology?

10 marks

Q5. a) Social Psychologists use several approaches in studying human behavior. Discuss two

(10marks)

b) Define attitudes and outline three sources of attitudes

(10

marks)

Q5. Human beings find themselves constantly yielding due to the pressure to conform, comply and obey. Explaining each term clearly with examples, discuss the power of social influence

(20 marks)

END