



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2022/2023 ACADEMIC YEAR**

**SECOND YEAR SECOND SEMESTER**

**SCHOOL OF ARTS, HUMANITIES, SOCIAL  
SCIENCES & CREATIVE INDUSTRIES  
BACHELOR OF ARTS IN SOCIOLOGY**

**COURSE CODE: SOC 2218-1**

**COURSE TITLE: SOCIAL PSYCHOLOGY II**

**DATE: 17/4/2023**

**TIME: 1430-1630 HRS**

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**INSTRUCTIONS TO CANDIDATES**

Answer Question **ONE** and any other **TWO** questions

*This paper consists of **TWO** printed pages. Please turn over.*

### **QUESTION ONE**

- a) Define social psychology and discuss three sources of attitude formation **(10 Marks)**
- b) Summarize the principles of evolutionary psychology **(10 Marks)**

### **QUESTION TWO**

- a). Examine reinforcement theory of motivation and describe the methods managers use for controlling the behavior of employees **(10 Marks)**
- b). Define aggression and discuss various types of aggression **(5 Marks)**

### **QUESTION THREE**

Describe the concept nature and nurture and with examples explain the relationship between genes and the environment as root of human behavior **(15 Marks)**

### **QUESTION FOUR**

- a). Discuss the main principles in Albert Bandura Social learning theory and show how environment reinforces modeling **(10 Marks)**
- b). Explain with examples at least 5 approaches to psychology **(5 Marks)**

### **QUESTION FIVE**

- a) Describe social perception using Kenyan examples **(5 Marks)**
- b) Discuss four factors which affect Perception **(10 Marks)**

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