



MAASAI MARA UNIVERSITY
REGULAR UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER

SCHOOL OF ARTS AND SOCIAL SCIENCES
AND CREATIVE INDUSTRIES
BACHELOR OF ARTS

COURSE CODE: SOC 1106-1

COURSE TITLE: SOCIAL PSYCHOLOGY

DATE:xx April, 2022

TIME: 0830 – 1030HRS

INSTRUCTIONS TO CANDIDATES

- *Answer question ONE (compulsory) and any other TWO Questions.*
- *Question one carries 30 marks*
- *All other questions carry 20 marks*

QUESTION ONE

a) Define Social Psychology and trace its development over the years highlighting its mile stones **(5 marks)**

b) Why is the study of psychology important to a social worker? **(15 marks)**

QUESTION TWO

a) Discuss the cognitive approach in social psychology and show why it has displaced behaviorism theory **(10 marks)**

b) *Define theory and show its importance in social psychology* **(5 marks)**

QUESTION THREE

a) Using specific examples, explain the three levels of analysis as applied in social psychology. **(10 marks)**

b) Explain the meaning of prejudice and using examples illustrate the major influences that maintain prejudice. **(5 marks)**

QUESTION FOUR

Discuss the main principles in Albert Bandura Social learning theory and explain how environment reinforces behavior change. **(15 marks)**

QUESTION FIVE

a) Evaluate the role of ethical considerations in the area of social psychology. **(5 marks)**

b) Describe any consistency theory of attitude change. **(10 marks)**

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