



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION
BAC 4201: SOCIAL PSYCHOLOGY
END OF SEMESTER EXAMINATION

Date: 12th April 2021

Time: 12:00 – 14:00

Instructions

1. This examination consists of **FIVE** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.

Question one

A. Explain the following terms as used in social psychology (**14 marks**)

- i. Self concept.
- ii. Self-fulfilling prophecy
- iii. Instrumental aggression
- iv. Attitude
- v. Psychological reactance
- vi. Theory of planned behavior
- vii. Altruistic

B. Strathmore University wants to set up a program to discourage drinking and drunken driving among undergraduate students. Using your knowledge of social influence and persuasion, advise the administration on each of the following:

- i. Characteristics should the sources of the message have? Why? (**10 marks**)
- ii. . With the use of examples advise the administration on three strategies to resist extreme persuasion (**6marks**)

Question Two

Research on conformity and obedience has produced some of the most shocking results in social psychology.

- i. Using 2 examples in each case, discuss how and why normative and informational influence affect conformity (**12 marks**)
- ii. What are three of the most important factors that have been found to increase or decrease conformity (**3 Marks**)

Question Three

All of us like to believe that we are in control of our own actions. However, social psychologists have often found that the attitudes, actions, and even the mere presence of other individuals can influence our behavior. With the use of examples analyze how other individuals and/or social norms affect behavior in three of the following areas. You must choose one each from a, b, and c.

- a. attitude-behavior consistency or social influence and persuasion **(5 marks)**
- b. altruism and/or aggression or conformity or productivity **(5 Marks)**
- c. crowd behaviour or deviant behaviour or prejudice **(5 marks)**

Question four

Describe three ways in which people can enhance their self image and cope with their faults and inadequacies **(9 marks)**.

With the use of a relevant theory evaluate how we explain our social world **(6marks)**

Question five

Discuss and evaluate the positive and negative implications of group conformity. Use a minimum of four examples (two for each side of the argument) in your evaluation. **(15 marks)**