



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

**DATE: 17<sup>th</sup> March 2026**

**TIME: 08:30 – 10:30**

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**Instructions**

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

**Question One**

- a. Describe the two routes to persuasion in the Elaboration Likelihood Model (ELM). Illustrate each route using a relevant everyday example. (6 marks)
- b. Differentiate between normative social influence and informational social influence as explanations for conformity. Explain how each influences individual behavior. (6 marks)
- c. With reference to Asch's conformity experiments, discuss one factor that increases conformity and one factor that reduces conformity. (4 marks)
- d. Explain the concept of groupthink and discuss one negative effect it may have on group decision-making. (4 marks)
- e. Define the bystander effect and explain how it affects helping behavior during emergencies. (5 marks)
- f. The mere exposure effect demonstrates that liking rises with repeated exposure. This may not, however, apply in every situation. Give an example of a real-world situation where frequent exposure might decrease liking and use the principles effect to explain why this exception might occur (5 marks)

**Question Two**

Read the case scenario here below and answer the question that follows.

*Students in a new collaborative learning program at a Kenyan institution spend the whole semester working in multicultural teams. The program's objectives are to increase learners' self-awareness, decrease stereotyping, and strengthen teamwork. At first, Mary, a third-year education student, is confident in her ability to lead and anticipates taking the lead in group discussions. But as the project goes on, she finds that her group members think she's too forceful and less receptive to different perspectives. She starts to feel*

*conflicted between her perception of herself as a good leader and what other people think of her. Her drive, involvement, and emotional health are all impacted over time.*

Using Mary as an example, examine critically how a person's self-concept, self-esteem, and social identity are formed and changed within dynamic social circumstances. Apply pertinent social psychology ideas.

### **Question Three**

- a. Using the frustration–aggression hypothesis, explain how prolonged unemployment among youth could lead to increased aggressive behavior in society. (5 marks)
- b. Analyze how stereotypes formed through socialization can influence interpersonal interactions in a multicultural classroom. (5 marks )
- c. Evaluate the claim that stereotyping is a major psychological factor contributing to aggression toward minority groups. Support your answer with one reason. (5 marks)

### **Question Four**

- a. Examine critically how social opinions and judgements are influenced by three cognitive biases that you have learnt in class. (8 marks)
- b. Discuss the ways in which these biases might skew judgement in practical settings including the legal system, education, and interpersonal interactions.(7 marks)

### **Question Five**

How do social psychological principles explain and influence consumer behavior in online shopping environments? Discuss at least three specific concepts and their practical applications. (15 marks)