



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES

**BACHELOR OF ARTS IN COMMUNICATION
SPECIAL EXAMINATION
BAC 4201: SOCIAL PSYCHOLOGY**

Date: 6th May 2024

Time: 9:15-11:15

Instructions

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

Question one

A

- i. Describe and evaluate at least two theories of conformity. **(6 marks)**
- ii. How do these theories explain conformity behaviour? **(6 marks)**
- iii. What are the strengths and limitations of each theory in explaining conformity in different social situations? **(6 marks)**

B

- i. Social psychologists consider a group to be composed of two or more people who interact and depend on each other in some way. In general, do people develop more and better ideas (or make better decisions) when they work alone or when they interact and work in groups? **(6 marks)**
- ii. Define social loafing. **(3 marks)**
- iii. List 3 factors that influence social loafing **(3 marks)**.

Question Two

- i. Identify and discuss three of the factors that contribute to interpersonal liking (i.e., three of the things that, in general, make a person more or less likeable). **(9 marks)**
- ii. Describe two the different cognitive biases that tend to promote aggression in humans. **(6 marks)**

Question Three

Research suggests that most people have high self-esteem and distorted, overly positive views about themselves.

- i. How are people able to consistently fool themselves? **(6 marks)**
- ii. Discuss at least three different "strategies" or "factors" that enable people to maintain these views. **(9marks)**

Question Four

- i. Discuss cognitive dissonance theory. What does the theory say, and what kinds of predictions does it make? **(9 marks)**
- ii. Describe three strategies for resisting persuasion. **(6 marks)**

Question Five

- i. Compare and contrast implicit prejudice and explicit prejudice. **(6 marks)**
- ii. Discuss the nature and scope of social psychology. **(9marks)**