



Strathmore
UNIVERSITY

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

DATE: 9th May 2025

TIME: 09:00 – 11:00

Instructions

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

Social cognition refers to the processes by which people understand, evaluate, recall, and apply knowledge about their social world. It includes how we see people, understand their behaviour, and form judgments about them. Using your knowledge of social cognition analyse the following principles and show how they influence our perceptions of others. Provide examples to illustrate your points.

- i. Schemas (6 Marks)
- ii. Attribution Theory (6 Marks)
- iii. Social comparison (6 Marks)
- iv. Stereotyping (6 Marks)
- v. Confirmation bias (6 Marks)

Question two

Discuss 3 ways how study of social psychology helps in promoting conflict resolution and social change (**9 marks**). Use everyday examples to e studies to support your arguments (**6 marks**)

Question three

Group processes have a powerful influence on individual psychology and social behaviour. Evaluate the impact of group dynamics on conformity and obedience (**10 marks**). Discuss both the positive and negative consequences (**5 marks**)

Question four

Discuss the major factors that contribute to attraction and relationship formation between individuals. Consider both biological and sociocultural influences. (**15 marks**)

Question Five

Evaluate three ways on how changing attitudes can lead to changes in behaviour using examples from real-life situations. (**15 marks**)