



# **MAASAI MARA UNIVERSITY**

## **REGULAR UNIVERSITY EXAMINATIONS 2018/2019 ACADEMIC YEAR FIRST YEAR SECOND SEMESTER**

### **SCHOOL OF ARTS & SOCIAL SCIENCES BACHELOR OF ARTS IN SOCIAL WORK**

**COURSE CODE: SWK 1207**

**COURSE TITLE : SOCIAL PSYCHOLOGY**

**DATE: 23<sup>RD</sup> APRIL, 2019**

**TIME: 1100 - 1300 HRS**

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#### **INSTRUCTIONS TO CANDIDATES**

- Question **ONE** is compulsory
- Answer any other **TWO** questions

*This paper consists of 2 printed pages. Please turn over*

1. (a) Discuss five major issues which underlie the focus of social psychology **(15 Marks)**  
(b) Discuss any three methods Social Psychologists use to gain insights into social behavior **(15 Marks)**
2. (a) Describe the meaning of attribution **(5 Marks)**  
(b) Examine the key tenets of the theory of correspondent inference by Jones and Davis (1965) and describe how it can be used to understand how individuals and groups explain their actions in the contemporary Kenyan society **(15 Marks)**
3. (a) Define social perception **(4 Marks)**  
(b) Discuss four factors which affect Perception **(16 Marks)**
4. (a) Explain the meaning of the following concepts:  
(i) Alter Ego  
(ii) Introspection  
(iii) 'Social me' **(10 Marks)**
- (b) Discuss three sources of attitude formation **(10 Marks)**
5. Discuss any five factors which affect social action **(20 Marks)**

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