



# **MAASAI MARA UNIVERSITY**

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

**SCHOOL OF ARTS AND SOCIAL SCIENCES  
DIPLOMA IN SOCIAL WORK**

**COURSE CODE: DSS 102**

**COURSE TITLE: INTRODUCTION TO SOCIAL  
PSYCHOLOGY**

**DATE: 24<sup>TH</sup> APRIL, 2019**

**TIME: 1430 – 1630HRS**

---

**INSTRUCTIONS TO CANDIDATES**

Answer Question **ONE** and any other **THREE** questions

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

### **QUESTION ONE**

- a) While defining the term psychology, discuss the development of psychological schools of thought. **(10marks)**
- b) Describe FOUR major functions of attitudes. **(8 marks)**
- c) Discuss how attitudes are learned. **(5 marks)**
- d) Give two examples of direct attitude measurement techniques. **(2marks)**

### **QUESTION TWO**

- a) Identify FOUR types of social schema that people use in the moral discourse. **(4 marks)**
- b) Evaluate the role of ethical considerations in the area of social psychology **(5 marks)**
- c) Evaluate the historical background to the study of social psychology **(6 marks)**

### **QUESTION THREE**

- a) Discuss three principles of scientific endeavor **(10 marks)**
- b) Describe any consistency theory of attitude change. **(5 marks)**

### **QUESTION FOUR**

- a) Evaluate theories and evidence that have been used to study conformity and conversion **(10 marks)**
- b) Discuss two types of social influence **(5 marks)**

### **QUESTION FIVE**

- a) Describe the role of language in social integration and communication **(10 marks)**
- b) Critically assess three factors that cause prejudice and discrimination among the youths in Kenya. **(5 marks)**

### **QUESTION SIX**

- a) Assess evidence that group performance can be affected by leadership style. **(5 marks)**
- b) Discuss the any FIVE sources of power according to Ravens. **(10 marks)**

**//END**