



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2022/2023 ACADEMIC YEAR  
FIRST YEAR FIRST SEMESTER**

**SCHOOL OF ARTS, HUMANITIES, SOCIAL  
SCIENCES & CREATIVE INDUSTRIES  
BACHELOR OF ARTS (SOCIOLOGY)**

**COURSE CODE: SOC 1106-1  
COURSE TITLE: SOCIAL PSYCHOLOGY**

**DATE: 8<sup>TH</sup> DECEMBER, 2022**

**TIME: 0830 – 1030 HRS**

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## **INSTRUCTIONS TO CANDIDATES**

- Question **1** is compulsory.
- Answer any other **TWO** questions

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

### **QUESTION ONE**

(a) Explain the historical account of social psychology as a scientific discipline.

**(10 marks)**

b) Explain the following concepts in social psychology

I. Persuasion

II. Social cognition

**(10 marks)**

### **QUESTION TWO**

(a) Briefly explain any three research methodologies applied by social psychologists

**(9 marks)**

(b) Explain the critical aspects of group dynamics.

**(6marks)**

### **QUESTION THREE**

(a) With reference to Festinger, explain cognitive dissonance experiment.

**(6 marks)**

(b) Define discrimination and briefly explain **three** forms of the concept.

**(9 marks)**

### **QUESTION FOUR**

"Social psychology has found itself at the center of a replication crisis due to some research findings proving difficult to replicate. "Critically examine this statement.

**(15 marks)**

### **QUESTION FIVE**

"Conformity is the most general concept and refers to any change in behavior caused by another person or group". Critically examine this statement.

**(15 marks)**

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