



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS JANUARY – APRIL 2017 SEMESTER

BACHELOR OF EDUCATION (ARTS)

COURSE CODE: COUN 200

COURSE TITLE: INTRODUCTION TO SOCIAL PSYCHOLOGY

DATE: 5 APRIL 2017

TIME: 8.00 AM – 11.00 AM

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: All exam rooms are under CCTV surveillance during the examination period.

SECTION A

1. (a) Describe the term social psychology and its significance in life (10 marks)
2. What did behaviorist believe in and its implication to life (10 marks)
3. Discuss the following
 - (i) Social behavior is goal oriented (10 marks)
 - (ii) The interaction between the individual and the situation helps determine the outcome (10 marks)

SECTION B

1. (a) Define the term self-concept (4 marks)
 - (b) Describe the following
 - (i) Effects of other people's reactions (8 marks)
 - (ii) Social comparison (8 marks)
2. (a) What do you understand by the following pervasiveness of social influence? (10 marks)
 - (b) Explain the following "people seek connectedness" (10 marks)
3. Discuss the term "impression from physical appearance and its implication to life" (20 marks)

4. Describe the following and their significance

(i) impressions from non verbal communication (10 marks)

(ii) Reconciling inconsistencies (10 marks)

5. (a) Define the term stereotypes (4 marks)

(b) Discuss the following;

(i) Stereotypes can be either positive or negative (8 marks)

(ii) Stereotypes can be accurate or inaccurate (8 marks)