



UNIVERSITY EXAMINATIONS

SECOND SEMESTER 2023/2024 ACADEMIC YEAR

**FOURTH YEAR EXAMINATION FOR THE DEGREE OF
BACHELOR OF EDUCATION, KISWAHILI AND
COMMUNICATION**

PSYC 430: SOCIAL PSYCHOLOGY

STREAM: R

TIME: 2 HRS

DAY: FRIDAY (8.30-10.30AM)

DATE: 12/4/24

THIS QUESTION PAPER CONSISTS OF THREE (3) PAGES

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.



INSTRUCTIONS: ANSWER ALL QUESTIONS IN SECTION A AND CHOOSE ANY OTHER TWO QUESTIONS FROM SECTION B

SECTION A (30 MARKS)

QUESTION ONE (30 MARKS)

- (a) (i). Define Social Cognitive Theory (2marks)
- (ii). Describe below key constructs of Social Cognitive Theory that are relevant to health behaviors interventions. (8 marks)
- (b). Define the following terms
- (i). Observational learning (2marks)
 - (ii). Reinforcements (2marks)
 - (iii). Self-control (2marks)
 - (iv). Self-efficacy (2marks)
 - (v). Persuasion (2marks)
- (c) Discuss the contributions of Social Cognitive theory in Social psychology (10 marks)

SECTION B ANSWER ANY OTHER TWO QUESTIONS

QUESTION TWO (20 MARKS)

- (a). Define Social Ecological Model (SEM) (2marks)
- (b). Using various examples describe Four stages of Social Ecology Theory (8marks)
- (c). Discuss the concept of a person- social situation according to Kurt Lewins's variable equations. (10marks)

QUESTION THREE (20 MARKS)

- (a). Describe **FIVE** basic concepts of social psychology (10marks)
- (b). using various examples discuss the conceptualizations of stress as stimuli, response and transactional process (6marks)



(c). Describe the following concepts as used in social psychology

(i). Behavioral beliefs

(2marks)

(ii). Subjective norms

(2marks)

QUESTION FOUR (20 MARKS)

(a). **Explain FIVE ways in which attitudes can be formed**

(10marks)

(b). Using various examples describe types of attitude change

(8marks)

(c). Define attitude

(2marks)

