

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE MASTERS DEGREE IN EDUCATION

EPSC 815: SOCIAL PSYCHOLOGY

STREAM: R

TIME: 3 HRS

DAY: WEDNESDAY (12.30-15.30)

DATE: 04/02/2026

THIS QUESTION PAPER CONSISTS OF THREE (2 PAGES)

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INSTRUCTIONS

Answer **questions in Section A** and B

SECTION A – (20 MARKS)**QUESTION ONE**

- (a) Define the following terms as used in social psychology: **(6 marks)**
- i. Impression management
 - ii. Group polarization
 - iii. Attitude formation
 - iv. Self-serving bias
 - v. Social norms
 - vi. Attribution error
- (b) Explain four (4) reasons why people engage in helping (prosocial) behaviour. **(4 marks)**
- (c) Discuss five (5) sources of social influence in everyday life. **(5 marks)**
- (d) Identify and explain five (5) factors that contribute to aggressive behaviour among individuals. **(5 marks)**

SECTION B – ANSWER TWO QUESTIONS (40 MARKS)**QUESTION TWO**

- (a) Examine five (5) ways in which personality affects social behaviour. **(10 marks)**
- (b) Discuss five (5) problems that commonly occur in group communication. **(10 marks)**

QUESTION THREE

Drawing from social learning and cognitive theories:

- (a) Explain five (5) conditions that increase the likelihood of conformity in groups. **(10 marks)**
- (b) Discuss five (5) strategies that individuals and institutions can use to promote tolerance and reduce intergroup conflict. **(10 marks)**