SCHOOL OF PROFESSIONAL STUDIES

BACHELOR OF COUNSELLING PSYCHOLOGY

UNIT CODE/NAME: BCP 327: INTRODUCTION TO SOCIAL PSYCHOLOGY

January – April 2018/2019 End Semester Exam - Time: 2 Hours

Instructions: Answer Question ONE (Compulsory) and any other TWO questions.

QUESTION 1 COMPULSORY (30 MARKS)

a) Differentiate between the following terms

i) Social loafing and social facilitation **(2 marks)**

ii) Ingratiation and self-promotion **(2 marks)**

iii) Complementarily and compatibility **(2 marks)**

b) Describe the stage theory of relationships **(6 marks)**

c) Describe the experimental research in social psychology **(7 marks)**

d) Examine the advantages of this type of research in (c) above **(4 marks)**

e) In your talk on "the dangers of cohabitation relationships among university students" show how you will increase persuasion **(7 marks)**

QUESTION 2

a) Describe the components of prejudice **(7 marks)**

b) Distinguish between the following terms: Risky shift and group polarization **(4 marks)**

c) Analyze factors that lead to minority influence **(4 marks)**

QUESTION 3

a) Analyze the steps to helping **(5 marks)**

b) Discuss factors that can cause aggressive behavior **(10 marks)**

QUESTION 4

a) Critically describe the reasons that explain why people obey **(7 marks)**

b) Explain the characteristics of stereotype behavior **(8 marks)**

QUESTION 5

a) Describe the process of persuasion **(8 marks)**

b) Discuss ways in which social psychology can be used to bring change to an individual in social groups **(7 marks)**