

UNIVERSITY OF SWAZILAND
FACULTY OF SOCIAL SCIENCE
DEPARTMENT OF SOCIOLOGY
FINAL EXAMINATION PAPER, MAY 2007

TITLE OF PAPER : **SOCIAL PSYCHOLOGY**

COURSE CODE : **SOC 207**

TIME ALLOWED : **TWO (2) HOURS**

INSTRUCTIONS :

1. **ANSWER ANY THREE (3) QUESTIONS.**
2. **ALL QUESTIONS CARRY EQUAL MARKS.**

THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GIVEN BY THE INVIGILATOR.

QUESTION 1

Discuss the importance of the behaviourist and cognitive perspective in understanding human behaviour.

QUESTION 2

Discuss the role of persuasion in changing people's attitude.

QUESTION 3

Children are not born with stereotypes and prejudice, they learn them. Discuss.

QUESTION 4

Critically examine Sigmund Freud's and George Herbert Mead's contributions to the development of the self.

QUESTION 5

Why do some persons, but not others, become leaders? Discuss.

QUESTION 6

Discuss the relevance of applying social psychology to work settings and job satisfaction.