

UNIVERSITY OF SWAZILAND
FACULTY OF SOCIAL SCIENCE
DEPARTMENT OF SOCIOLOGY

SUPPLEMENTARY EXAMINATION PAPER, JULY 2010

TITLE OF PAPER : SOCIAL PSYCHOLOGY

COURSE CODE : SOC207

TIME ALLOWED : TWO (2) HOURS

INSTRUCTIONS

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

THIS QUESTION PAPER MUST NOT BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR.

SOC207: SOCIAL PSYCHOLOGY

1. Examine the use of deception in social psychological research.
2. Define the term theory, and explain the procedure involved in theory construction in social psychology.
3. Distinguish between schemas and heuristics, and discuss the influence of schemas on social cognition.
4. Define the term self-esteem, and explain the extent to which you would agree with the view that high self-esteem is always beneficial.
5. Discuss the contrasting perspectives on the origins and persistence of prejudice.
6. Examine i) the need for affiliation and ii) the role of affect as determinants of interpersonal attraction.