

UNIVERSITY OF SWAZILAND
FACULTY OF SOCIAL SCIENCE
DEPARTMENT OF SOCIOLOGY AND SOCIAL WORK
FINAL EXAMINATION QUESTION PAPER, MAY 2016

TITLE OF PAPER: SOCIAL PSYCHOLOGY

COURSE CODE: SOC 207

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

- 1. ANSWER QUESTION ONE AND ANY TWO OTHER QUESTIONS**
- 2. ALL QUESTIONS CARRY EQUAL MARKS**

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GRANTED BY THE INVIGILATOR TO DO SO**

SOCIAL PSYCHOLOGY MAIN EXAMINATION

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ANSWER QUESTION ONE AND TWO OTHER QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

QUESTION 1: COMPULSORY

Use the social psychological concepts and themes on social/person perception to discuss Plato's quote, "Beauty lies in the eyes of the beholder".

QUESTION 2:

You are attending a job interview and one of the questions you are asked is "tell us about yourself". List and describe the major sources from which the knowledge about the self that you would be telling the interviewer about is obtained. Base your answer on the social psychological discussions of "the self and self-knowledge".

QUESTION 3:

Discuss the concept of classical and subliminal conditioning in attitude formation and attitude change. Use examples to support your answer.

QUESTION 4:

Group antagonisms have three interrelated but distinguishable components.

- a) Identify the three components of group antagonisms
- b) For each of the components, state their distinguishing elements as well as how they interrelate
- c) Give an example for each component of group antagonisms

QUESTION 5:

You are listening to a presentation by some marketing officer from First National Bank who happens to be selling some of the bank's products. Using the persuasion process model, identify and explain 3 (*three*) factors for each of the external variables of the officer's communication identified below that may influence your attitude towards the products being marketed.

- a) The communicator
- b) The communication and
- c) The target

QUESTION 6:

Identify three of the topics covered in your social psychology class and link each to how it could be applied to either the promotion and maintenance of health or the prevention and treatment of illness.