

UNIVERSITY OF SWAZILAND
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF SOCIOLOGY AND SOCIAL WORK
MAIN EXAMINATION QUESTION PAPER, DEC 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**

**THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION IS
GRANTED BY THE INVIGILATOR TO DO SO**

**SOCIAL PSYCHOLOGY MAIN EXAMINATION
COURSE CODE: SOC 207**

TIME: 2 HRS

**ANSWER QUESTION ONE AND TWO OTHER QUESTIONS
ALL QUESTIONS CARRY 25 MARKS EACH**

QUESTION 1: COMPULSORY

Identify any two aspects of the Social Psychology concepts listed below and explain how they would be applied to either;

- i) The promotion and maintenance of health or
- ii) The prevention and treatment of illness.

The concepts are:

- a) Attitude and attitude change
- b) Social influence
- c) Gender
- d) The Self

Use examples to support your answer.

QUESTION 2:

What is the contribution of the interdependence theory to our understanding of social relationships and what critique can you level against this theory.

QUESTION 3:

Imagine you are a Herbal Life agent and you are preparing a presentation to market the herbal life weight loss products. Identify and explain five (5) factors that you need to take into consideration in your presentation (communication) to ensure that your clients are persuaded to buy the products?

QUESTION 3:

Discuss the concept of 'relative deprivation' in relation to the recent xenophobic attacks in South Africa. Further explain the concept of 'relative deprivation' in relation to intergroup competition and how the concept relates to the three interrelated but distinguishable components of group antagonisms.

QUESTION 4:

You have a new Social Psychology lecturer and even before she says a word, you already have made up your mind about the kind of person she is. What information did you use to arrive at that inference about her?

QUESTION 5:

“The media represents another potential source of social learning” - Taylor, Peplau and Sears (2006:177), Discuss and use examples to support your answer.

QUESTION 6:

Terry is a traffic cop and in uniform. He orders some pedestrians to use a zebra crossing and they comply without question. On another day Terry again, out of uniform, orders pedestrians to use the zebra crossing and none of the pedestrians complies. Discuss the above scenario in relation to the basis of power at play and the relevance of dress in this context.