



UNIVERSITY OF ESWATINI

FIRST SEMESTER MAIN EXAMINATION PAPER, NOVEMBER 2019

FACULTY OF SOCIAL SCIENCES

DEPARTMENT OF SOCIOLOGY AND SOCIAL WORK

COURSE CODE: SOC207

TITLE OF PAPER: SOCIAL PSYCHOLOGY

TIME ALLOWED: 2 HOURS

Instructions

1. This paper consists of Section (A) and (B).
2. Section A is compulsory.
3. Answer any two questions from Section B.

Special Requirements

No special requirements

Additional Material (s)

No additional materials

*Candidates may complete the front cover of their answer book when instructed by the Chief Invigilator and sign their examination attendance cards but must **NOT** write anything else until the start of the examination period is announced.*

No electronic devices capable of storing and retrieving text, including electronic dictionaries and any form of foreign material may be used while in the examination room.

DO NOT turn examination paper over until instructed to do so.

SECTION A

QUESTION 1

Briefly explain the following social psychological concepts.

- a) The visible channel
- b) Figure-ground principle
- c) Prototypes and exemplars
- d) Social norms and values
- e) Relative deprivation

SECTION B

QUESTION 2

Use Harold Kelly's (1967) covariation model to explain people's cause and effect attributions. Support your answer with examples.

QUESTION 3

Identify and explain the four (4) goals of social psychological research.

QUESTION 4

Discuss five (5) ways by which partners' thoughts and behaviors (in a love relationship) can affect the quality of their relationship.

QUESTION 5

Assuming you have a choice to make on which bank your allowances are to be deposited and you are attending a First National Bank (FNB) and Nedbank officers' presentation on their account packages and bank offerings. What is it about the communication would persuade you to choose one bank over the other?

QUESTION 6

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