



MANICALAND STATE UNIVERSITY OF APPLIED SCIENCES

FACULTY OF AGRIBUSINESS AND APPLIED SOCIAL SCIENCES

APPLIED PSYCHOLOGY DEPARTMENT

INTRODUCTION TO SOCIAL PSYCHOLOGY

CODE: SSPS 102

SESSIONAL EXAMINATIONS

JUNE 2024

DURATION: 3 HOURS

EXAMINER: MR. E. DONDO

INSTRUCTIONS

- 1. Answer any **FOUR** questions.*
- 2. Total marks **100**.*

Question 1

Assess five factors which influence conformity. **(25marks)**

Question 2

Examine the four potential errors in social cognition. **(25 marks)**

Question 3

Using persuasion knowledge, discuss any four strategies you would utilize as an aspiring presidential candidate who seeks to win the hearts of the voters **(25 marks)**

Question 4

Explain how Piliavin's Bystander Calculus model (1981) can account for the helping behavior. **(25 marks)**

Question 5

Compare and contrasts any two theories of attribution. **(25 marks)**

Question 6

Civil unrest and denial to equal access on economic-socio-political grounds have been witnessed in numerous countries due to prejudice and discrimination. As social psychologists, assess any four strategies you can implement to deal with prejudice and discrimination. **(25 marks)**

END OF EXAMINATION