#### MANICALAND STATE UNIVERSITY OF APPLIED SCIENCES



FACULTY OF APPLIED SOCIAL SCIENCES

**PSYCHOLOGY DEPARTMENT**

**INTRODUCTION TO SOCIAL PSYCHOLOGY**

**CODE: SSPS102**

### SESSIONAL EXAMINATIONS

### DECEMBER 2022

**DURATION: 3 HOURS**

**EXAMINER: MR I.SIFELANI**

## INSTRUCTIONS

*1. Answer any* ***FOUR*** *questions.*

*2. Total marks* ***100****.*

**Question 1**

(a) Define the term ***persuasion***  **(2 marks)**

(b) State **three** key elements of persuasion **(3 marks)**

(c) List any **five** goals of persuasion **(5 marks)**

(d) Explain **three** characteristics of a successful persuasive communicator

**(15 marks)**

**Question 2**

Illustrate the following terms:

(a) Group think **(5 marks)**

(b) Social loafing **(5 marks)**

(c) Obedience **(5 marks)**

(d) Conformity **(5 marks)**

(e) Social facilitation **(5 marks)**

**Question 3**

Explain any **four** factors which might account for attraction between two employees working in the same department. **(25 marks)**

**Question 4**

Using appropriate examples, assess any **four** ***‘isms’*** of prejudice. **(25 marks)**

**Question 5**

Describe any **one** theory/model of attribution. **(25 marks)**

**Question 6**

With the aid of appropriate examples, examine **four** factors that affect social behavior. **(25 marks)**

**END OF EXAMINATION**