



# MANICALAND STATE UNIVERSITY OF APPLIED SCIENCES

## FACULTY OF AGRIBUSINESS AND APPLIED SOCIAL SCIENCES

APPLIED PSYCHOLOGY DEPARTMENT

INTRODUCTION TO SOCIAL PSYCHOLOGY

CODE: SSPS102

SESSIONAL EXAMINATIONS

JUNE 2023

DURATION: 3 HOURS

EXAMINER: MR I. SIFELANI

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### ***INSTRUCTIONS***

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

### Question 1

Demonstrate your understanding of the following concepts;

- a. Primacy effect (5 marks)
- b. Social cognition (5 marks)
- c. Mere exposure effect (5 marks)
- d. Bystander apathy (5 marks)
- e. Self-fulfilling prophecy (5 marks)

### Question 2

- a. Define *schemas* (2 marks)
- b. List any five types of schemas (5 marks)
- c. Identify the attribution biases which correspond with the following narrations;
  - i. tendency to attribute one's own success to internal causes and one's failures to external causes. (2 marks)
  - ii. tendency to over emphasize the role of personal traits in shaping behaviours while under-valuing situational explanations for those behaviours. (2 marks)
  - iii. tendency to explain their own behavior with situational causes and other people's behavior with internal causes (2 marks)
- d. Assess the gender differences in pro-social behaviour. (12 marks)

### Question 3

Examine any five ways of dealing with workplace prejudice. (25 marks)

### Question 4

Outline the historical development of social psychology. (25 marks)

### Question 5

Discuss any four causes of social behavior and thought. (25 marks)

### Question 6

Using persuasion knowledge, explain any three strategies you would give to an aspiring candidate who seeks to win the hearts of voters during the forthcoming harmonized Zimbabwean elections. (25 marks)

**END OF EXAMINATION**