



AMREF INTERNATIONAL UNIVERSITY
SCHOOL OF PUBLIC HEALTH
DEPARTMENT OF HEALTH SYSTEM AND DEVELOPMENT
BACHELOR OF SCIENCE IN HEALTH SYSTEM AND DEVELOPMENT END OF
END OF SEMESTER EXAMINATION APRIL 2024

UNIT CODE: AIU114 **UNIT NAME:** INTRODUCTION TO SOCIAL PSYCHOLOGY
DATE: April, 2024
TIME: TWO Hours **Start:** **Finish**

INSTRUCTIONS

1. This exam is marked out of 70 marks
2. This Examination comprises TWO Sections
Section A: Compulsory Question (30 marks)
Section B: Long Answer Questions (70 marks)

SECTION A: COMPULSORY (30 Marks)

QUESTION ONE

- a) Citing examples, outline the FIVE levels of needs proposed by Maslow, starting from the most basic to the highest level. (5 marks)
- b) Enumerate THREE characteristics of Social Psychology. (3 marks)
- c) Outline SIX key elements that must be present for classical conditioning to take place. (6 marks)
- d) Outline THREE symptoms of Major depressive disorder. (3 marks)
- e) Explain the THREE components of personality structure according to Sigmund Freud. (6 marks)

- f) Using relevant examples, identify TWO psychoanalytic factors that can impact on health systems management. (4 marks)
- g) Identify THREE factors that may be contributing to the formation of group cohesion and identity within the Shakahola community in Kilifi, Kenya. (3 marks)

SECTION B

ANSWER ANY TWO (2) QUESTIONS (40 Marks)

QUESTION TWO

- a) Zimora has been diagnosed with ADHD in her work place.
Discuss the potential challenges Zimora may face in a demanding work environment due to her attentional difficulties. (10 Marks)
- b) Drawing upon evidence-based practices, explain five interventions or coping mechanisms that could help Zimora mitigate the impact of ADHD on her perceptual processes and effectively navigate her work environment. (10 marks)

QUESTION THREE

- a) Emily, a psychology student, is conducting an experiment to investigate the effects of different reinforcement schedules on learning behavior in rats.
Discuss the partial reinforcement schedules Emily could subject the rats to influence their behaviour. (10 marks)
- b) Citing examples, discuss how a Human Resource Manager in an organization can apply the principles of operant conditioning in shaping employee behavior and performance within the workplace. (10 marks)

QUESTION FOUR

- a) Abdi, a 21-year-old university student, has recently been reflecting on his life experiences and struggles with defining his identity. He finds himself pondering his career choices, relationships, and sense of purpose. Additionally, Abdi is questioning the societal expectations placed upon him regarding gender roles and expressions. Discuss Erik Erikson's stages of personality development, focusing on Abdi's current stage of psychosocial development, particularly on the stage relevant to gender role development. (10 marks)

- b) Mwaura, a 22-year-old Kenyan college student, recently came out as gay to friends and family. Explain the challenges Mwaura is likely to face in college as he explores his identity within a diverse social context. (10 Marks)

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