



THE COUNCIL OF COMMUNITY COLLEGES OF JAMAICA
ASSOCIATE OF SCIENCE EXAMINATION
SEMESTER I – 2015 DECEMBER

PROGRAMMES: PSYCHOLOGY

COURSE NAME: APPLIED SOCIAL PSYCHOLOGY
CODE: (PSYC2301)

YEAR GROUP: TWO

DATE: THURSDAY, 2015 DECEMBER 10

TIME: 9:00 A.M. – 12:00 NOON

DURATION: 3 HOURS

EXAMINATION TYPE: FINAL

This Examination paper has 3 pages

INSTRUCTIONS:

SECTION A: ANSWER ANY FOUR (4) QUESTIONS FROM THIS SECTION.

DO NOT TURN THIS PAGE UNTIL YOU ARE TOLD TO DO SO.

Affix your signature below and return Section A to the invigilator before leaving the examination room. Failure to do so may result in disqualification.

Signature

SECTION A

*Instructions: Answer any **FOUR (4)** questions from this section.*

Question 1

- a. Define the term 'Applied Social Psychology'. (5 marks)
- b. Identify **four (4)** subfields in applied social psychology and their relevance in contemporary society. (20 marks)

(Total 25 marks)

Question 2

- a. What is program evaluation? (1 mark)
- b. Explain the importance of conducting a program evaluation. (9 marks)
- c. Outline the stages of program planning and evaluation. (10 marks)
- d. Suggest which type of program evaluation would be more feasible for the Programme of Advancement Through Health and Education (PATH) program. Justify your response. (5 marks)

(Total 25 marks)

Question 3

- a. Define the term 'leadership'. (5 marks)
- b. Compare and contrast the trait and contingency approaches to leadership. (20 marks)

(Total 25 marks)

Question 4

- a. What is meant by the following:
- i. conflict
 - ii. conflict management *(5 marks)*
- b. Using examples applicable to the company identify and discuss **five (5)** types of conflict resolution techniques that may be used. *(20 marks)*

(Total 25 marks)

Question 5

You are asked to promote safe sex practices for the Ministry of Health. Explain how you would use any **two (2)** theories or models of persuasion to clearly show how you promote this behaviour. *(Total 25 marks)*

Question 6

- a. What is mental illness? *(2 marks)*
- b. Identify the biological, social and psychological factors that are relevant to understanding psychological problems in our society. *(15 marks)*
- c. Explain the psychological stress that is likely to result from mental illness. *(8 marks)*

(Total 25 marks)

END OF SECTION A