



KIBABII UNIVERSITY COLLEGE

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Knowledge for Development

FACULTY OF EDUCATION AND SOCIAL SCIENCES

DEPARTMENT OF PSYCHOLOGY, CRIMINOLOGY AND SOCIAL WORK

2013/2014 ACADEMIC YEAR

1ST YEAR 1ST SEMESTER EXAMINATION

DIPLOMA IN CRIMINOLOGY AND CRIMINAL JUSTICE

COURSE CODE: DCR 066

COURSE TITLE: ATTITUDE AND BEHAVIOUR CHANGE

DATE: 12TH AUGUST, 2014

TIME: 9:00A.M.-12NOON

INSTRUCTIONS TO THE CANDIDATES

- **ANSWER ANY THREE QUESTIONS**

QUESTION ONE

Use examples to explain the characteristics of communication messages which influence their effectiveness in persuading people to change their attitude (23^{1/3} Marks)

QUESTION TWO

“People attitudes don’t always reflect in their behavior”. Discuss this statement highlighting the factors influencing the reflection of attitudes in actual behaviour (23^{1/3} Marks)

QUESTION THREE

Compliance to threats and promises comprises one route to attitude change. Define compliance and use examples to explain the factors influencing the effectiveness of compliance in attitude change (23^{1/3} Marks)

QUESTION FOUR

Explain the concept of social marketing mix and show how you can employ it to promote compliance with traffic regulations among matatu drivers and conductors in Bungoma County. (23^{1/3} Marks)

QUESTION FIVE

- a) Explain the meaning of cognitive dissonance. (5^{1/3}Marks)
- b) Describe the circumstances under which cognitive dissonance is not likely to result in attitude change (18 Marks)

QUESTION SIX

- a) Explain how attitudes are acquired (12 Marks)
- b) How are attitudes structured? Use a diagram to illustrate (11^{1/3} Marks)