



# MACHAKOS UNIVERSITY

University Examinations for 2022/2023 Academic Year

**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES**  
**FOURTH YEAR FIRST SEMESTER EXAMINATION FOR BACHELOR OF ARTS**  
**ASC430: COLLECTIVE BEHAVIOR**  
**MAIN EXAMS**

**Date:**

**Time:**

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**INSTRUCTIONS: Answer QUESTION ONE and any other TWO QUESTIONS.**

**QUESTION ONE (30 MARKS)**

A) Distinguish between the following concepts (15 marks)

- i. Multitudes and crowds
- ii. A passing hobby and extravagant version
- iii. Expressive crowds and conventional crowds
- iv. Mass behavior and collective behaviour
- v. Public opinion and propaganda

B) Highlight the five major conditions for the development of most major of collective behavior as advanced by Smelser (5marks)

**QUESTION TWO (20 MARKS)**

A) Define social contagion (4 marks)

B) Explain the conditions favorable for collective behavior as presented by contagion theory (16 marks)

**QUESTION THREE (20 MARKS)**

Discuss the main assumptions of the following theorists in relation to collective behavior

- i. Emergent norm theory
- ii. Social change theory
- iii. Convergence theory
- iv. Contagion theories

**QUESTION FOUR (20 MARKS)**

Critically discuss the theory of social change in relation to collective behavior (10 marks).

Discuss how social change can lead to social movements (10 Marks)

**QUESTION FIVE (20 MARKS)**

Define social movements (2 Marks)

Identify and discuss the four main types of social movements (12 marks)

Discuss the life cycles of a social movement as presented by (Blumer, 1969) (8 marks)