

COOPERATIVE UNIVERSITY EXAMINATION
UNIVERSITY EXAMINATIONS
KAREN CAMPUS

MAY AUGUST SEM 2022 ACADEMIC YEAR

FIRST YEAR EXAMINATION FOR THE DEGREE IN COMMUNITY
DEVELOPMENT

INTRODUCTION TO ATTITUDE AND BEHAVIOUR CHANGE

STREAM : BCCD

Y1

TIME : 2 HRS

DAY :

DATE:

INSTRUCTIONS

- (i) Answer question **ONE** and any other **TWO** questions

Question 1

- a) Define the term attitude **(3 Marks)**
- b) Outline any 5 sources of attitudes **(5 Marks)**
- c) Differentiate between attitude and behaviour change **(4 Marks)**
- d) 'Behaviour can be learnt, relearnt and relearnt' Outline any five **(5)** behaviours which follow this principle during management may agree with these statement **(5 marks)**
- e) 'Attitudes are learnt' Explain **(4 Marks)**
- f) List down any four types of attitudes **(4 Marks)**

Question 2

- a) Explain **any four (4)** factors which may lead to attitude formation. **(12 Marks)**
- b) Citing relevant examples, discuss the role of the social cognitive theory in learning attitude **(8 Marks)**

Question 3

- a) You have been asked to work with a community to start a food security project. In your discussion you realized that the people in that community ought to change their attitude to achieve the objective of the project. Discuss with relevant examples how you would change their attitude **(20 Marks)**

Question 4

- a) With relevant examples as you work with community, identify any cognition schemas used by the members of that community and discuss any four ways you would use in resolving imbalances in these cognitive structures/schemas . **(12 Marks)**
- b) Explain any 4 attitudes you have learnt since you joined the Cooperative University and how this has affected you **(8 marks)**

Question 5

- a) Giving relevant examples, explain the functional theory in regards to compliance, internalization and identification in the process of attitude formation and attitude change. **12 Marks)**
- b) Discuss any 4 negative sources of attitude that may affect the youth today and how you could resolve that. **(8 Marks)**