



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF JOURNALISM AND MASS COMMUNICATION  
(BJMC III JAB/EV)

**BMC 4209: INTRODUCTION TO INTERPERSONAL COMMUNICATION**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES: FEBRUARY 2015**

**TIME: 2 HOURS**

**INSTRUCTIONS:**

- This paper consists of **TWO** Sections A & B.
- Section A is **Compulsory**.
- Answer any other **Two** questions in Section B.

*This paper consists of Two printed pages*

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**SECTION A (Compulsory)**

**QUESTION 1**

- a) The media in its search for news worthy material is likely to highlight aspects of conflicts in the society. Identify and explain **FIVE** types of interpersonal conflicts that the media may highlight.  
**(20 marks)**
- b) Explain how a journalist may use interpersonal communication skills to enhance an interview session.  
**(10 marks)**

**SECTION B (Answer any Two Questions)**

**QUESTION 2**

'Listening is an important skill in Interpersonal Communication. Discuss any **FIVE** types of listening that affect Interpersonal Communication. **(20 marks)**

**QUESTION 3**

a) Discuss any **FOUR** positive factors of good feedback that influence the quality of Interpersonal Communication. **(12 marks)**

b) Explain any **FOUR** ways in which 'self-concepts' are developed. **(8 marks)**

**QUESTION 4**

Discuss any **FIVE** skills that promote successful conflict management. **(20 marks)**

**QUESTION 5**

Discuss any **FIVE** emotional factors that influence interpersonal communication. **(20 marks)**