



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

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)**