



**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

**BMC 4204: INTRODUCTION TO PSYCHOLOGY FOR MASS COMMUNICATION**

SUPPLEMENTARY/SPECIAL EXAMINATIONS

**SERIES: OCTOBER 2014**

**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) Enumerate **FIVE** characteristics of a group. **(5 marks)**
- b) Describe the **FOUR** early schools of psychology. **(8 marks)**
- c) Highlight **FOUR** objectives of psychology. **(8 marks)**
- d) Psychologists argue that psychology is a Science. Identify **THREE** reasons why psychology is considered a Science. **(6 marks)**
- e) Name **THREE** components of attitudes. **(3 marks)**

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

**QUESTION 2**

Discuss how a journalist at the Nation Newspapers can cope with stress at the busy workplace.

**(20 marks)**

**QUESTION 3**

Using appropriate examples from the media industry describe any **FIVE** defence mechanisms.

**(20 marks)**

**QUESTION 4**

Distinguish psychodynamic from functionalist perspectives of psychology.

**(20 marks)**

**QUESTION 5**

You are covering a story for a popular radio station only to realize that the conflict between communities is deep seated in the attitudes they have of each other. From a psychological point of view, discuss how attitudes are developed.

**(20 marks)**