



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)

BMC 4202: INTRODUCTION TO PSYCHOLOGY FOR MASS 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) You are a member of Uaandishi Bora Group comprising of young upcoming journalists in Mombasa. Using Musafer Sherif's argument, identify **FIVE** factors that are important for the group. **(8 marks)**
- b) Highlight **FIVE** ways in which psychology is important to journalism and mass communication. **(10 marks)**
- c) Describe **FOUR** aims of psychology. **(8 marks)**
- d) Advance **FOUR** reasons why you would argue that psychology is science. **(4 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

The Head of Bureau, Standard Newspapers has assigned you duties to cover tribal animosity in Likoni. As you prepare the story, you realize that the crisis is deep seated in the attitudes that each ethnic group has of the other. Show how attitudes are formed and how attitudes would have contributed to the Likoni crisis. **(20 marks)**

QUESTION 3

Jane Akinyi has been undergoing stressful moments at the University. A psychologist suspects that Jane is having a major depression. What symptoms could have led to psychologist to this conclusion. **(20 marks)**

QUESTION 4

Tony, a fourth year Engineering student is concerned with the dreams he has been having. He seeks your advise as a psychology student. Using Sigmund Freud's three parts of the mind advise Tony on what has been happening to him. **(20 marks)**

QUESTION 5

All lecturers in the BJMC V class have maintained the same groups to enable easy bonding as students undertake assignments. As a group leader of one group; you have noted that members are not keen to participate. Outline ways in which you would reduce group loafing. **(20 marks)**