



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

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)