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**TECHNICAL UNIVERSITY OF MOMBASA**

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES  
DEPARTMENT OF COMMUNICATION STUDIES  
**UNIVERSITY EXAMINATION FOR:**  
BACHELOR OF JOURNALISM AND MASS COMMUNICATION  
BMC 4204: INTRODUCTION TO PSYCHOLOGY FOR MASS COMMUNICATION  
END OF SEMESTER EXAMINATION  
**SERIES: MAY 2016**  
**TIME: 2 HOURS**  
**DATE: Pick Date May 2016**

**Instructions to Candidates**

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of Choose No questions. Attempt Choose instruction.

**Do not write on the question paper.**

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**Question ONE**

- (a) Define psychology (2mks)
- (b) Explain THREE approaches to psychology (6mks)
- (c) Elaborate TWO ways in which psychology influences mass communication (4mks)
- (d) Highlight THREE levels of personality (6mks)
- (e) Mention FIVE psychosexual stages developed by Sigmund Freud (5mks)
- (f) Explain TWO problem solving skills used in resolving conflicts (4mks)
- (g) Explain the term 'cognitive dissonance' (3mks)

**Question TWO**

- (a) Steve Keya, a student at TUM experiences various challenges at the university. Giving relevant examples, discuss how he would use FIVE defense mechanisms developed by Sigmund Freud to deal with challenges facing him. (10mks)

(b) Giving relevant examples, discuss the difference between:

i) Intellectualization and rationalization defense mechanisms (10mks)

### **Question THREE**

(a) Simon has been having problems making friends at the university because of his dominant personality. Giving relevant examples, discuss FIVE steps he can adopt to manage his personality trait and make friends. (10mks)

(b) Identify TWO personality types and discuss their traits and how each can be managed. Give relevant examples. (10mks)

### **Question FOUR**

(a) Psychology plays an important role in influencing our ideas and opinions. Giving relevant examples, discuss FIVE techniques advertisers use to cause opinion change among audiences. (10mks)

(b) In society, people have different personalities. Giving relevant examples discuss FIVE ways in which our personalities influence opinion change. (10mks)

### **Question FIVE**

(a) Negative peer pressure has influenced Nancy, a student at TUM to be absent from university. Her parents have not asked him to change behaviour. Basing your argument on social learning theory, discuss FIVE ways in which this behaviour will affect her effectiveness as an employee in future. (10mks)

(b) Giving relevant examples, discuss FIVE ways Nancy can change his behaviour based on the theory. (10mks)