



TECHNICAL UNIVERSITY OF MOMBASA

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.

Question ONE

- (a) Define psychology (2mks)
- (b) Explain THREE functions of communication in relation to psychology (6mks)
- (c) Elaborate THREE characteristics of how a dominant personality can be managed. (6mks)
- (d) Explain TWO personality traits an individual can possess (4mks)
- (e) Elaborate THREE psychological approaches (6mks)
- (f) Explain TWO impacts of community psychology in influencing behavioural change among teenagers. (4mks)
- (g) Explain the term “emotional intelligence” (2mks)

Question TWO

(a) Ali and Rehema have been married for 10 years. Recently, they have been fighting because Ali wastes money gambling and does not provide for his family. He refuses to accept that he has a psychological problem and needs help to change behaviour. Identify TWO defense mechanisms and discuss how they influence his behaviour (10mks)

(b) Students experience fear and anxiety during end of semester examination period. Using relevant examples, discuss how one may use the following defense mechanisms to cope with anxiety (10mks)

Question THREE

Employees of Tumaini Ltd have threatened to go on strike in protest over poor working conditions at work. Giving relevant examples, discuss FIVE approaches used in conflict resolution (20mks)

Question FOUR

Effective conflict management is achieved by implementing good negotiation skills. Giving relevant examples, discuss FIVE negotiation skills and explain how you would use them to resolve an issue (20mks)

Question FIVE

Society is composed of people with different personalities. Giving relevant examples, discuss FIVE personality types as highlighted by Eysenck Personality Theory (20mks)