



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:AUGUST2016

TIME:2HOURS

DATE:Pick DateAug2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attemptquestion ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

1. (a) Define the term psychology (2mks)
- (b) Explain the term 'personality trait'. (2mks)
- (c) Explain THREE levels of one's personality (6mks)
- (d) Elaborate THREE benefits of motivating employees in an organization. (6mks)
- (e) Explain THREE characteristics of the Human approach/ Perspective of psychology (6mks)
- (f) Elaborate TWO types of personalities one can come across in our society (4mks)
- (g) Explain TWO benefits of using accommodation as a technique of resolving conflict. (4mks)

Section B: Answer TWO questions:

Question TWO

At TUM, students use various ways to cope with anxiety of passing examinations. Giving relevant examples, discuss how you would use FIVE defense mechanisms developed by Sigmund Freud to deal with this challenge. (20mks)

Question THREE

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. (20mks)

Question FOUR

The media plays an important role in influencing audiences' views about an issue. Basing your argument on the Agenda Setting Theory, discuss how the media uses psychology in framing news about various issues. Give relevant examples. (20mks)

Question FIVE

Our society is multicultural. Giving relevant examples, discuss FIVE stages of culture shock that a foreigner to Kenya is likely to experience. (20mks)