



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: JUNE 2017
TIME: 2 HOURS
DATE: Pick Date Jun 2017

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

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

Do not write on the question paper.

Question One

1. (a) Explain the term 'personality trait' (2 mks)
- (b) Explain THREE functions of communication in relation to psychology (6 mks)
- (c) Elaborate THREE characteristics of how an influential personality can be managed. (6 mks)
- (d) Explain TWO types of personalities an individual can possess (4 mks)
- (e) Elaborate any THREE psychological approaches (6 mks)
- (f) Explain any TWO impacts of community psychology in influencing behavioural change among teenagers. (4 mks)
- (g) Explain the term "emotional intelligence" (2 mks)

SECTION B: Answer any TWO questions

2. Morgan and Evelyn have been married for 5 years. Recently, they have been fighting because Morgan wastes money gambling and refuses to accept that he has a problem. Identify TWO defense mechanisms that can be attributed to 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:

i) Rationalization (5mks).

ii) Denial (5mks).

3. Employees of Pwani Hotel Ltd have threatened to go on strike in protest over poor working conditions. Giving relevant examples, discuss FIVE approaches that can be used in resolving the conflict. (20mks)

4. 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. (20 mks)

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