



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4209 : INTRODUCTION TO INTERPERSONAL COMMUNICATION

END OF SEMESTER EXAMINATION

SERIES: JUNE 2017

TIME: 2 HOURS

DATE: Pick Date Sep 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

- a** The media in its search for news worthy material is likely to highlight aspects of conflicts in the society. Explain FIVE types of interpersonal conflicts that the media may highlight. (20 marks)
- b** Explain FIVE how a journalist may use interpersonal communication skills to improve an interview session. (10 marks)

Question TWO

‘Listening is an important skill in Interpersonal Communication’ Discuss any FIVE types of ‘listening’ that affect interpersonal Communication. (20 marks)

Question THREE

Discuss any FIVE emotional factors that influence interpersonal communication. (20 marks)

Question FOUR

a. Discuss any FOUR positive factors of good feedback that influences the quality of Interpersonal Communication. (12 marks)

b. Explain any FOUR ways in which 'self – concepts' are developed. (8 marks)

Question FIVE

Discuss any FIVE skills that promote successful conflict management. (20 marks)