



**TECHNICAL UNIVERSITY OF MOMBASA**  
*Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

**BMC 4222: INTRODUCTION TO INTERPERSONAL COMMUNICATION**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2014

**TIME:** 2 HOURS

**INSTRUCTIONS:**

- This paper consists of **TWO** Sections **A & B**.
  - Section **A** is **Compulsory**.
  - Answer any other **Two** questions in Section **B**.
- This paper consists of Two printed pages***
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**SECTION A (Compulsory)**

**QUESTION 1**

- a) i) Define 'Interpersonal Communication'. **(2 marks)**
- ii) Explain any **FOUR** principles of Interpersonal Communication. **(12 marks)**
  
- b) i) Distinguish between 'Self perceptions and 'Self esteem'. **(6 marks)**
- ii) Explain any **FOUR** ways in which 'Self-concept' may be developed. **(10 marks)**

**SECTION B (Answer any Two Questions)**

## **QUESTION 2**

‘Listening’ is a skill that establishes and sustains Interpersonal Communication. While giving relevant examples, discuss any **FIVE** types of ‘Listening’. **(20 marks)**

## **QUESTION 3**

Identify and describe any **FIVE** styles of managing conflict in Interpersonal Communication. **(20 marks)**

## **QUESTION 4**

- a) Explain how Interpersonal Communication is affected by ‘emotions’ and ‘moods’. **(10 marks)**
- b) Explain why it is useful to study Interpersonal Communication as a journalist. **(10 marks)**