



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 4204: INTRODUCTION TO PSYCHOLOGY FOR MASS 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) In analyzing human behaviour, psychology aims at four functions. Describe the **FOUR** functions of psychology. **(8 marks)**
- b) i) List the **FIVE** stages of human development. **(5 marks)**
ii) Briefly explain any **ONE** such stage. **(5 marks)**
- c) Mention any **FOUR** things that help an individual to form impressions. **(4 marks)**
- d) Explain any **FOUR** ways in which philosophy relates to Psychology. **(8 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

Jitihada Group was formed to clean Mapokeo Village. In the recent past, meetings have been poorly attended and members do not give the group much attention. Discuss **FIVE** ways in which the group chairperson can reduce group loafing in the group. **(20 marks)**

QUESTION 3

a) Define attitude. **(2 marks)**

b) Describe **THREE** differences between attitudes and perceptions. **(18 marks)**

QUESTION 4

Using appropriate examples discuss the following defence mechanisms:

a) Regression **(4 marks)**

b) Projection **(4 marks)**

c) Reaction-formation **(4 marks)**

d) Repression **(4 marks)**

e) Displacement **(4 marks)**

QUESTION 5

Discuss **FIVE** ways in which psychology is relevant to a journalism and communication student. **(20 marks)**