



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**

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: JULY 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) Define the following terms:
- i) Perception (2 marks)
 - ii) Psychology (2 marks)
 - iii) Attribution (2 marks)
 - iv) Stereotype (2 marks)
- b) i) Define attitude formation (3 marks)
ii) Briefly explain the **THREE** components of attitudes. (6 marks)
- c) Highlight **SEVEN** ways in which a group can reduce group loafing. (7 marks)

d) Describe the **THREE** parts of the mind according to Sigmund Freud. **(6 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

Discuss the **FIVE** levels of Abraham Maslow's theory of achieving employee satisfaction. **(20 marks)**

QUESTION 3

Using appropriate examples in the society, discuss **FIVE** defense mechanisms an individual can use to protect themselves from fear or anxiety. **(20 marks)**

QUESTION 4

Discuss **FIVE** differences between a group and a team at the work place. **(20 marks)**

QUESTION 5

Discuss **FIVE** circumstances that can lead to stress at a Radio Ustundi, a local radio station. **(20 marks)**