



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 3, 4, 5)

BMC 2302: GOVERNANCE AND LIFE SKILLS

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.

SECTION A (Compulsory)

QUESTION 1

- a) Explain how an individual can overcome challenges facing the self. **(5 marks)**
- b) Discuss reasons why gender stereotyping leads to discrimination of women. **(5 marks)**
- c) Explain the effects of drug abuse on the family. **(5 marks)**
- d) Discuss the importance of creative thinking. **(5 marks)**
- e) Discuss any **THREE** ego defence mechanisms. **(5 marks)**
- f) Explain the importance of assertiveness in the workplace. **(5 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

Giving relevant examples, advise a colleague who has been complaining of physical and mental pressure in his life. **(20 marks)**

QUESTION 3

Discuss the following in relation to time management.

- a) Time robbers. **(5 marks)**
- b) Values of time management. **(10 marks)**
- c) Cost of poor time management. **(5 marks)**

QUESTION 4

Negotiation is a skill that is important in acquiring consensus and having your way more often. Based on our knowledge of negotiation:

- a) Explain the process of negotiation. **(10 marks)**
- b) Values of negotiation. **(10 marks)**