



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

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: MARCH 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) Outline any **FIVE** styles of managing conflict in interpersonal communication. **(15 marks)**
- b) Describe any **FIVE** communication patterns that affect effective conflict management. **(15 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

Natalie and Tiffany have been very good friends for a very long time, but they are now having an interpersonal conflict. As a student of interpersonal communication outline the **THREE** or **FOUR** skills you will employ to successfully help them manage their conflict. **(20 marks)**

QUESTION 3

- a) Distinguish between 'self perception' and 'self esteem'. **(8 marks)**
- b) i) Describe 'Emphatic listening' in interpersonal communication. **(8 marks)**
ii) Explain any **TWO** characteristics of positive 'self concept'. **(4 marks)**

QUESTION 4

Discuss the elements of empowerment in the development of self esteem. **(20 marks)**