



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 4213: INTRODUCTION TO PSYCHOLOGY FOR MASS 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) Differentiate between perception, sensation, attitudes and opinion. **(8 marks)**
 - b) Identify **FIVE** factors that Muzafer Sherif, identifies of any group. **(5 marks)**
 - c) i) What is Science? **(2 marks)**
ii) Psychologists argue that psychology is a Science. Why do you think psychologists advance such a position? **(6 marks)**
 - d) i) What **FIVE** factors that would motivate workers. **(5 marks)**
ii) Give **FOUR** symptoms of someone under severe depression. **(4 marks)**
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SECTION B (Answer any Two Questions)

QUESTION 2

Identify and discuss the **THREE** structures of personality according to Sigmund Freud. **(20 marks)**

QUESTION 3

Discuss **FIVE** defence mechanisms. **(20 marks)**

QUESTION 4

Identify and discuss the various components of Maslows hierarchy of needs or self actualization theory. **(20 marks)**

QUESTION 5

Discuss **TEN** circumstances that can lead to stress at the workplace. **(20 marks)**