



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 4)

BMC 2212: GOVERNANCE AND LIFE SKILLS

SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 2013

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) Discuss the following terms in relation to governance and life skills:
- i) Democracy
 - ii) The self concept
 - iii) Self esteem
 - iv) Negotiation
 - v) Empathy
- (15 marks)**
- b) Giving relevant examples critically examine the importance of knowing and living with oneself.
- (15 marks)**

SECTION B (Attempt any TWO questions)

QUESTION 2

A colleague has called you to inform that he has lost his job and require you to share in his predicament. Drawing from your knowledge of life skills. Discuss

- a) How you would apply empathy. **(5 marks)**
- b) Distinguish between empathy and sympathy. **(15 marks)**

QUESTION 3

Stress is a major cause of illness and loss to organizations. In relation to the above discuss:

- a) The causes of stress. **(5 marks)**
- b) How stress can be managed. **(15 marks)**

QUESTION 4

Examine the importance of negotiation in the life of an individual. **(20 marks)**