



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 OF MASS COMMUNICATION

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 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***
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SECTION A (Compulsory)

QUESTION 1

- a) Analyse the various definitions of psychology and give your own conclusive understanding from these definitions. (10 marks)
- b) Explain each of the following schools/approaches of psychology:
- i) Functionalism
 - ii) Structuarism
 - iii) Behaviour
 - iv) Psychoanalysis (20 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Define personality. **(5 marks)**
- b) On Sigmund Freud's structure of personality, explain the following:
- i) The Id
 - ii) The ego
 - iii) The super ego **(15 marks)**

QUESTION 3

- a) Explain motivation. **(5 marks)**
- b) Discuss Abraham Maslow's self-actualization theory of motivation. **(15 marks)**

QUESTION 4

Discuss the importance of psychology in communications. **(20 marks)**

QUESTION 5

Discuss factors that influence people's perception of others. **(20 marks)**