



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

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.

SECTION A (Compulsory)

QUESTION 1

- a) Discuss the characteristics of low self esteem and how one can improve on their self esteem. **(15 marks)**
- b) i) Define the concept of negotiation skills.
ii) Outline the steps of becoming an effective negotiator. **(15 marks)**

SECTION B (Attempt any TWO questions)

QUESTION 2

Discuss the various self defence mechanisms and how they contribute in the life of an individual. **(20 marks)**

QUESTION 3

- a) Differentiate between aggression and assertiveness. **(10 marks)**
- b) Outline the steps to becoming an assertive individual. **(10 marks)**

QUESTION 4

Outline the importance of youth participation in the democratic process of the nation. **(20 marks)**