



# 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:** DECEMBER 2013

**TIME:** 2 HOURS

### **INSTRUCTIONS:**

- This paper consists of **TWO** Sections **A & B**.
  - Answer all questions in 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) Define the following terms:
- i) Attitude
  - ii) Perception
  - iii) Stereotyping
  - iv) Psychology
  - v) Behavior

(10 marks)

## QUESTION 2

- a) Differentiate between a group and a crowd. (6 marks)
- b) What Two roles can you associate a group with? (4marks)

## QUESTION 3

- a) Freud's psychoanalytic theory discusses personality development in FIVE stages. Identify these stages. (5 marks)
- b) Freud's psychoanalytic theory has long been criticized. Outline FIVE critiques of the theory. (5 marks)

## SECTION B

### QUESTION 4

- a)What is Attitude formation. (1 mark)
- b) What FIVE factors motivate individuals at the work place. (5marks)
- c) Outline SEVEN factors that help individuals form attitudes. (14marks)

### QUESTION 5

Discuss the importance of studying psychology to a Journalism and mass communication student. (20 marks)

### QUESTION 6

- a) List FIVE needs Abraham Maslows self actualization theory advances. (5marks)
- b) Which aspects would you pick of a psychologically healthy person at the work place? (15marks)

### QUESTION 7

Outline common symptoms of major depression. (20marks)