



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 4222: INTRODUCTION TO INTERPERSONAL COMMUNICATION

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER 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) i) Define 'Interpersonal communication' (2 marks)
- ii) Outline any FOUR principles of interpersonal communication. (8marks)
- b) i) Describe FOUR ways in which people develop the 'self concept' (10 marks)
- ii) Explain while giving relevant examples of any Two characteristics of 'self concept' (8marks)
- c) Describe the selffulfilling prophecy in interpersonal communication. (4 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Distinguish between ‘intrapersonal’ and ‘interpersonal’ communication. **(8 marks)**
- b) ‘Listening establishes and sustains interpersonal communication’ Describe any FIVE types of listening **(12 marks)**

QUESTION 3

Discuss how feedback reinforces interpersonal communication. **(20 marks)**

QUESTION 4

Citing relevant examples discuss any FIVE types of interpersonal conflict. **(20 marks)**