



# 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:** AUGUST 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) Describe THREE roles of Interpersonal communication. (6marks)
- b) Discuss three factors that affect self-concept. (6marks)
- c) Explain three ways that interpersonal Communication creates effective leadership. (6marks)
- d) Highlight THREE ways that interpersonal communication benefits media practioners. (6marks)
- e) Explain the three stages in interpersonal relationships. (6marks)

### SECTION B

## QUESTION 2

- a) Define the term communication (2marks)
- b) Describe the social penetration theory and its application. (10marks)
- c) Explain three effects of emotion and tone in interpersonal communication (8marks)

## QUESTION 3

- a) Interpersonal communication skills are life skills. Explain five importance of interpersonal skills. (10marks)
- b) Explain five characteristics of a positive self-concept. (10marks)

## QUESTION 4

- a) **What motivates one person to communicate might not be the same as what motivates another person to get involved in relationship. Discuss six Interpersonal communication motives.** (10marks)
- b) Identify four ways of enhancing interpersonal communication when using technology. (8marks)

## QUESTION 5

- a) Describe four evaluation techniques used in interpersonal communication (8marks)
- b) Discuss six ways that leaders in an organization can create effective communication climate. (12marks)