



# 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:** 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**

Analyze the THREE definitions of psychology. Give your own conclusive understanding from these definitions. (15marks)

#### **QUESTION 2**

Explain the following school/approaches of psychology.

- Structuralism
- Functionalism
- Behaviorism

(15marks)

### **QUESTION 3**

- a) Define Community Psychology (2marks)
- b) Define personality. (5marks)
- c) Discuss sigmud freud theory of personality structure. (5marks)

### **QUESTION 4**

- a) Explain the term motivation? (5marks)
- b) Expalin the five levels in Abraham Maslows hierarchy of need pyramid. How is it personality theory ? (15marks)

### **QUESTION 5**

Explain at least FIVE factors that influences peoples perception of others. (20marks)

### **QUESTION 6**

Discuss the importance of Psychology in communication. (20marks)