



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

[A Constituent College of JKUAT]

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

**DIPLOMA IN MASS COMMUNICATION (DM/R 4)
YR II, SEM II**

BMC 2212: GOVERNANCE & LIFE SKILLS

END OF SEMESTER EXAMINATION

SERIES: APRIL 2012

TIME: 2 HOURS

Instructions to Candidates:

Answer questions **ONE & TWO** from section **A** and any other **TWO** questions from section **B**

Maximum marks for each part of a question are clearly shown

This paper consist of **TWO** printed pages

SECTION A (Answer All Questions)

Question 1

- a) Citing relevant examples, discuss the importance of a self assessment test. (5 marks)
- b) Outline the various ego defense mechanisms while explaining the value of each. (10 marks)

Question 2

Kenya is on the verge of conducting a general election; yet, a section of the youth feel disenfranchised and have vowed not to participate in the elections. Using your knowledge of negotiation skills, discuss the reasons which you could use to convince them to participate in the electoral process. (15 marks)

SECTION B (Attempt any TWO Questions)

Question 3

You have lately been experiencing undue physical and mental pressure in your workplace. Outline what steps you would take to cope with this feelings. (20 marks)

Question 4

Using relevant examples, outline the importance of time management in the work of a journalist (20 marks)

Question 5

- i) Discuss the characteristics of a person who suffers from low self esteem (10 marks)
- ii) With relevant examples explain how one can improve their self worthiness (10 marks)

Question 6

- (i) Define empathy (4 marks)
- (ii) Differentiate between sympathy and empathy (6marks)
- (iii) What is the importance of empathy (10marks)