



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2018/2019 ACADEMIC YEAR**

**FOURTH YEAR SECOND SEMESTER**

**SCHOOL OF ARTS AND SOCIAL SCIENCES**

**BACHELOR OF SCIENCE IN PUBLIC**

**RELATIONS**

**COURSE CODE: CMM 411**

**COURSE TITLE: PSYCHOLOGY OF COMMUNICATION**

**DATE: 24<sup>TH</sup> APRIL 2019**

**TIME: 8.30AM-10.30AM**

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**INSTRUCTIONS TO CANDIDATES**

- Question **ONE** is compulsory
- Answer any other **TWO** questions

### **Question One**

a) Explain the ways in which the following Non-Verbal behaviors facilitate human communication processes

- i) Silence
- ii) Body language
- iii) Eye contact
- iv) Sign language
- v) Gestures

**(10 marks)**

b) Critically analyze the roles of the following psychological processes in human communication

- i) Perceptual constancies
- ii) Sensory adaptation
- iii) Physiological sensitivity
- iv) Absolute threshold
- v) Psychological selectivity

**(10 marks)**

c) Identify FIVE factors influencing human perception, hence communication

**(10 marks)**

### **Question Two**

Discuss the following hypothetical memory levels according to Atkinson and Shiffrin (1968) and how they influence human communication

- i) Sensory memory
- ii) Working memory
- iii) Long-term memory

**(20 marks)**

### **Question Three**

Discuss FIVE functions of attitudes in relation to human communication

**(20 marks)**

### **Question Four**

Critically examine FIVE processes involved in forgetting information and how to foster recall of information

**(20 marks)**

### **Question Five**

Discuss the FOUR models of attitude change and how they influence human communication

**(20 marks)**

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