



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2017/2018 ACADEMIC YEAR
FOURTH YEAR SECOND SEMESTER**

**SCHOOL OF ARTS & SOCIAL SCIENCES
BACHELOR OF SCIENCE IN
COMMUNICATIONS & PUBLIC RELATIONS**

COURSE CODE: CMM 411

COURSE TITLE: THE PSYCHOLOGY OF COMMUNICATION

DATE: 25TH APRIL 2018

TIME: 0830 – 1030HRS

INSTRUCTIONS TO CANDIDATES

Answer Question One (1) and Any Other Two Questions

Question One (Compulsory)

- a) Using examples, explain the following concepts in as applied to psychology of human communication
 - i) Sensory adaptation
 - ii) Eye contact
 - iii) Body language
 - iv) Tonal variation
 - v) Psychological selectivity **(10 marks)**
- b) Explain FIVE barriers to human communication **(10 marks)**
- c) Identify FIVE factors that influence human perception **(10 marks)**

Question Two

- a) Explain THREE hypothetical memory levels according to Atkinson and Shiffrin (1968) and how they influence human communication **(10 marks)**
- b) Analyze FIVE ways of improving memory in human beings **(10 marks)**

Question Three

- a) Using examples, differentiate between linguistic determinism and linguistic relativism as applied in the psychology of human communication **(5 marks)**
- b) Illustrate and explain the basic communication model of a complete communication process **(15 marks)**

Question Four

- a) Define motivation **(2 marks)**
- b) Give FOUR roles of motivation in communication processes **(8 marks)**
- c) In order to understand human motivation and communication processes, one needs to know characteristics of motivated behaviors. Explain FIVE characteristics of motivated behaviors **(10 marks)**

Question Five

Persuasion is one way of changing attitudes, hence human interactions in people. Explain FIVE factors that affect persuasion in enhancing or hindering attitudinal changes in people **(20 marks)**

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