



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: 24TH APRIL 2019
10.30AM**

TIME: 8.30AM-

INSTRUCTIONS TO CANDIDATES

- Question **ONE** is compulsory

- Answer any other **TWO** questions

This paper consists of 2 printed pages. Please turn over.

Question One

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

- Silence
- Body language
- Eye contact
- Sign language
- Gestures

(10 marks)

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

- Perceptual constancies
- Sensory adaptation
- Physiological sensitivity
- Absolute threshold
- 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

- Sensory memory
- Working memory
- 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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