

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATION
RESIT/SUPPLEMENTARY / SPECIAL EXAMINATIONS
EXAMINATION FOR THE AWARD OF BACHELOR OF ARTS IN
COMMUNICATION AND MEDIA**

EPSC 121: INTRODUCTION TO PSYCHOLOGY

STREAMS: BCOMM & MEDIA Y1S2

TIME: 2 HOURS

DAY/DATE: THURSDAY 12/08/2021

8.30 A.M - 10.30 A.M.

INSTRUCTIONS:

- Answer all questions in section A and any other two from section B

SECTION A

Q1 (a) Write brief notes on any five(5) schools of Psychology **(10 marks)**

(b) Examine any two theories of learning and how they apply to media practice **(10marks)**

(c) Describe any two abnormal disorders that afflict people in contemporary society **(10**

marks)

SECTION B

Q2. Examine any five (5) research methods that can be applied by a media practitioner **(20**

marks)

Q3. With reference to any five factors, explain why people forget material stored in long-term memory **(20 marks)**

Q4 (a) Critically evaluate any two (2) levels of Maslow's theory of motivation **(10 marks)**

(b) Describe any two personality traits. Use examples for your answer **(10 marks)**

