

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS IN  
MEDIA AND JOURNALISM**

**EPSC 411: PERSONALITY AND GROUP DYNAMICS**

**STREAMS: B.A  
HOURS**

**TIME: 2**

**DAY/DATE: THURSDAY 23/09/2021**

**11.30 A.M – 1.30 P.M.**

**INSTRUCTIONS:**

- Answer ALL questions in SECTION A and ANY other TWO in SECTION B.
- Do not write on the question paper.

**SECTION A**

- Q1. (a) What is your understanding of the concepts below:
- (i) Group dynamics (2 marks)
  - (ii) Personality (2 marks)
  - (iii) Instincts (2 marks)
  - (iv) Leadership (2 marks)
  - (v) Projective technique (2 marks)
- (b) Describe three principles of personality assessment tests. (6 marks)
- (c) Distinguish between social facilitation and social loafing. Use relevant examples. (4 marks)
- (d) Evaluate critically the role of any two personality traits in relation to how group members interact. (10 marks)

**SECTION B**

- Q2. Discuss with relevant examples five factors that influence group performance in group task. (20 marks)
- Q3. Examine the relevance of five personality assessment techniques to a media practitioner.

- Q4. Evaluate critically five key concepts of psychoanalytic approach and explain their significance to understanding personality. (20 marks)
- Q5. Discuss with relevant examples any five factors that influence personality development. (20 marks)
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