
CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

EPSC 427: PERSONALITY AND GROUP DYNAMICS

STREAMS: Y4S1

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 11/12/2019

8.30 A.M – 10.30 A.M

INSTRUCTIONS

**Answer question one and any other two.
Do not write on the question paper**

QUESTION ONE COMPULSORY

- (a) Define personality and explain three factors that influence it. [12 marks]
- (b) Describe any two personality disorders that people exhibit and provide a method of assessment for each as a communication and media expert. [8 marks]
- (c) How would you apply tenets of psychodynamic theories to understand the audience personality in Kenya? [10 marks]

QUESTION TWO

- (a) Identify John Holland's personality characteristics that can be used by a communication and media expert in understanding their audience personality in relation to future careers. [10 marks]
- (b) Identify any five elements that constitute audience personality and show how they influence the media content they receive. [10 marks]

QUESTION THREE (20 MARKS)

- (a) Evaluate any three leadership styles that media practitioners exhibit and show how they influence their clients receivership of information in the society today. [10 marks]
- (b) Explain the relevance of trait theories in understanding learners personality. [10 marks]

QUESTION FOUR

- (a) Distinguish between social facilitation and social loafing. [4 marks]
 - (b) Examine the activities that take place in the first three phases of group membership. [6 marks]
 - (c) Critically analyze the stages of group development among people in the society and reasons why they form these groups. [10 marks]
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