

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

EPSC 427: PERSONALITY AND GROUP DYNAMICS

STREAMS: BA (COMM & MEDIA)

TIME: 2 HOURS

DAY/DATE: TUESDAY 05/12/2017

8.30 A.M. – 10.30 P.M.

**INSTRUCTIONS: ANSWER ALL QUESTIONS IN SECTION A AND ANY OTHER
TWO FROM SECTION B**

SECTION A

- Q1. (a) Using illustrations, explain why individuals conform as members of groups. [12 marks]
- (b) Distinguish between social facilitation and social loafing in group activities. Use examples. [10 marks]
- (c) Examine any four defense mechanisms individuals apply in their day to day functioning. [8 marks]

SECTION B

- Q2. The personality of many prominent public individuals' covered by media may be attributed to the influence of personality factors". Using any five factors explain your answer. [20 marks]
- Q3. As a media practitioner, you collect information about people. To what extent will the personality assessments methods be of help in obtaining accurate information about the people you are reporting on. [20 marks]
- Q4. As a media practitioner, you are expected to work with groups. With reference to any four types of groups, discuss the importance of understanding group dynamics. Use examples. [20 marks]
- Q5. To what extent does personality influence an individual's participation in a group? Use examples. [20 marks]