

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

EPSC 427: PERSONALITY AND GROUP DYNAMICS

STREAMS: B.A COMM & MEDIA Y4S1

TIME: 2 HOURS

DAY/DATE: THURSDAY 6/12/2019

8.30 A.M – 10.30 A.M

INSTRUCTIONS

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

SECTION A

1. (a) With the use of examples describe any four characteristics of personality traits. [8 marks]
 - (b) Examine the classification of mobs and evaluate their relevance to media practice. Use relevant examples. [12 marks]
 - (c) With reference to any two factors and the use of relevant examples explain how personality is influenced. [10 marks]
 2. With reference to any five stages evaluate the significance of Erickson's psycho-social development theory of personality to media practice. [20 marks]
 3. Referring to any four types of personality critically evaluate their effect on an individual's participation in a group. Use relevant examples. [20 marks]
 4. With relevant examples discuss four factors that influence a group's performance of group tasks. [20 marks]
 5. Analyze the relevance of personality assessment methods to media practice. [20 marks]
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