



KENYATTA UNIVERSITY

EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS (COMMUNICATION
AND MEDIA STUDIES)

CCM 110: PSYCHOLOGY OF COMMUNICATION

2ND SEMESTER 2024/2025

TIME: 2 HOURS

INSTRUCTIONS: Answer question ONE and any other TWO.

QUESTION ONE (COMPULSORY 30 MARKS)

- a) Citing appropriate examples, describe how the following influence effective communication.
- i) Reinforcement (8 marks)
 - ii) Cognitive distortions (8 marks)
- b) Explain three ways emotions affect our communication (6 marks)
- c) Describe four tactics of persuasive communication (8 marks)

QUESTION TWO (20 MARKS)

Citing examples, describe how the following Psychoanalysis Theory principles influence communication

- a) Personality structure (10 marks)
- b) Basic concept of the mind (10 marks)

QUESTION THREE (20 MARKS)

- a) Describe four categories of emotional intelligence and how they influence social interaction (12 marks)
- b) Discuss four ways of improving emotional intelligence (8 marks)

QUESTION FOUR (20 MARKS)

- a) Describe any six nonverbal cues in communication (12 marks)
- b) Discuss four nonverbal professional etiquettes (8 marks)

QUESTION FIVE (20 MARKS)

- a) Describe the importance of any four interpersonal skills at the workplace (12 marks)
- b) Discuss four ways of enhancing communication at the workplace (8 marks)