



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2013/2014

**SECOND YEAR SECOND SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF ARTS (PSYCHOLOGY) WITH
INFORMATION TECHNOLOGY**

(MAIN CAMPUS)

**APY 213: SOCIAL COMMUNICATION AND SURVIVAL
SKILLS**

Date: 11th April, 2014

Time: 8.30 - 10.45am

INSTRUCTIONS:

- Answer QUESTION ONE and ANY OTHER TWO questions.



Instructions:

Answer question one and any other two questions

Answer Question ONE and any other TWO

- 1) (a) Explain the concept of social communication (2Mks)
 - (b) Briefly describe the advantages of Social communication skills (10Mks)
 - (c) Using clear examples discuss three basic argumentative strategies that writers use to Persuade their audiences (6Mks)
 - (d) Outline the characteristics of an effective speaker (8Mks)
 - (e) Explain the 4Cs of the community- Confidence, Cooperation, and Community (4Mks)

- 2) (a) Differentiate between acute stress and chronic stress (10Mks)
 - (b) Explain three basic intervention strategies for dealing with stress (5Mks)
 - (c) Outline five techniques for managing stress (5Mks)

- 3) (a) Examine the characteristics of an assertive person and explain how assertiveness can be enhanced (20Mks)

- 4) (a) Describe signs and symptoms of a panic attack (10Mks)
 - (b) Assess the ways of dealing with a panic attack (10Mks)

- 5) Discuss the features of academic writing (20Mks)