

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATION  
RESIT/SUPPLEMENTARY / SPECIAL EXAMINATIONS  
EXAMINATION FOR THE AWARD OF BACHELOR OF ARTS IN JOURNALISM AND  
MASS COMMUNICATION**

**COMM 100: INTRODUCTION TO COMMUNICATION**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 04/11/2021**

**2.30 P.M - 4.30 P.M.**

**INSTRUCTIONS:**

- Answer ALL questions in Section A and One question in Section B. 2.
- This is NOT an open book exam. Any form of cheating will lead to immediate dismissal from the exam room.
- The candidate will earn a failing grade. 3. Please write legibly.

**SECTION A: (30 MARKS)**

1. (a) What is communication? Explain. [5 marks]  
(b) Human communication occurs at several levels. Name and explain them. [10 marks]
2. (a) Name FIVE important components of the communication process. [5 marks]  
(b) Briefly discuss how each of them functions during this process. [10 marks]

**SECTION B: (40 marks)**

1. Words in and of themselves have no meaning. Present a comprehensive discussion of all the implications in this statement. [20 marks]
2. A public communication message is usually divided into four parts. Name these parts, and then explain the function of each. You may illustrate your explanation by selecting a topic on which you could construct a public message (or speech) [20 marks]

3 Using examples from your own life experience, illustrate how the proposition presented in the theory explains how you communicate with others. [20 marks]

4. There are TWO basic sources of 'nonverbals'. Name and explain them. [20 marks]

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