

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

RESIT/SPECIAL

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS IN
JOURNALISM AND MASS COMMUNICATION**

COMM 100: INTRODUCTION TO COMMUNICATION

STREAMS: BA (COMM)

TIME: 2 HOURS

DAY/DATE: TUESDAY 02/02/2021

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS: Answer all question ONE (Compulsory) and any other TWO.

QUESTION ONE

- a) Explain four social effects of technology on communication. (8 marks)
- b) Explain five types of communication. (10 marks)
- c) Explain six barriers to communication. (12 marks)

QUESTION TWO

Silence does not mean 'not communicating'. Discuss five points. (20 marks)

QUESTION THREE

Discuss five social needs of communication. (20 marks)

QUESTION FOUR

Discuss five ways that Johannes Gutenberg's invention helped the advancement of communication. (20 marks)

QUESTION FIVE

A wise reader or listener is able to tell the difference between an opinion and a fact. Discuss five points. (20 marks)