

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

**SUPPLEMENTARY EXAM**

**FIRST YEAR EXAMINATION FOR THE AWARD OF  
BACHELOR OF ARTS IN COMMUNICATION AND MEDIA STUDIES**

**COMM 241: INTERPERSONAL COMMUNICATION**

**STREAMS: BA (COMM)**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 12/08/2021**

**2.30 P.M. – 4.30 P.M.**

**INSTRUCTIONS**

- Answer **THREE** questions
  - Question **ONE** is compulsory and carries **30** marks
  - All other questions are **20** marks each
1. a) While highlighting at least five principles of interpersonal communication, explain how each aids effective communication (15 marks)
  - b) Discuss five principles of communication (15 marks)
  2. As a communication expert, you have been charged with the responsibility of sourcing for a suitable venue for a youth group activity in a rural locality. Discuss and justify considerations for your choice (20 marks)
  3. While demonstrating your understanding of perception, explain the full process of perception (20 marks)
  4. Discuss five possible communication barriers likely to interfere with students learning in a public university (20 marks)
  5. Communication skills is now a common course in undergraduate studies. Discuss why this is so. (20 marks)
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