

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS
IN COMMUNICATION AND MEDIA STUDIES

COMM 100: INTRODUCTION TO COMMUNICATION

STREAMS: BA (COMM & MEDIA)

TIME: 2 HOURS

DAY/DATE: MONDAY 02/12/2019

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS: Answer THREE questions in all. Question ONE is compulsory

SECTION A (30 MARKS) – COMPULSORY

1. (a) Explain fully how the process of communication in transactional mode happens [10 marks]
- (b) Evaluate the importance of online news in the world today [10 marks]
- (c) Discuss how language distortion occurs during communication. Choose examples from your communication experiences to illustrate your answer. [10 marks]

SECTION B: 40 MARKS

2. Discuss why employees are placing increased importance on good communication skills when recruiting employees of all categories [20 marks]
3. Discuss the influence of news media on attitudes, opinions, lifestyles, culture and behaviour. [20 marks]
4. Citing relevant examples in Kenya, discuss how social construction of reality theory works. [20 marks]
5. Other than the traditional media discuss other media support industries found in Kenya. Give examples. [20 marks]