

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FIRST YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
ARTS IN COMMUNICATION AND MEDIA.

COMM 100: INTRODUCTION TO COMMUNICATION.

STREAMS: B. A Y1S1

TIME: 2 HOURS

DAY/DATE: FRIDAY 8/12/2017

11.30 A.M - 1.30 P.M.

INSTRUCTIONS:

- Answer **THREE** Questions in all
- Question one is compulsory

SECTION A: [30 MARKS]

QUESTION ONE

- (a) What is communication? [2 Marks]
- (b) Name and explain five important components of the communication process. [12 Marks]
- (c) Explain how social construction of Reality Theory works. [10 Marks]
- (d) Explain how the process of communication in the transactional model happens. [8 Marks]

SECTION B: [40 MARKS]

QUESTION TWO

- (a) There is a direct link between culture and communication. Discuss the relevance of this statement. [10 Marks]
- (b) Using examples from your own experience, explain five types of non-verbal communication [10 Marks]

QUESTION THREE

- (a) State and evaluate the importance of online news media in the world today. [10 Marks]
- (b) Discuss how language distortion occurs during communication. Choose examples from your communication experience to illustrate your answer. [10 Marks]

QUESTION FOUR

Discuss any five functions of communication. Use examples from real life situations to illustrate your answer. [20 Marks]

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