

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

RESITS/SPECIAL EXAMINATIONS

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

COMM 100: INTRODUCTION TO COMMUNICATION

STREAMS:

TIME: 2 HOURS

DAY/DATE: TUESDAY 29/8/2023

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS

- Answer three questions
- Exam cheating is a serious offense

QUESTION ONE IS COMPULSORY

SECTION A 30MKS

1. An interview is as good as the preparations made and there is no journalist who is not a good interviewer. Elaborate this statement. (20 MARKS)
- b. Describe the process of communication and outline the roles of the elements involved. (10 MARKS)

SECTION B

2. Analyse FOUR broad categories of speeches highlighting TWO strengths and weaknesses in each. (20 MARKS)
3. Using an illustration, elaborate on Osgood and Schramms model of communication. (20 MARKS)

4. Analyze the need to use non-verbal cues in communication. (20 MARKS)
 5. In daily human activities, we cannot not communicate. Discuss. (20 MARKS).
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