



UNIVERSITY EXAMINATIONS

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

COMM 100: INTRODUCTION TO COMMUNICATION

STREAMS:

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 18/12/2024

8.30 A.M – 10.30 A.M

INSTRUCTIONS:

QUESTION ONE

- a. Describe the following terms as they are used in the context of communication. (5 marks)
 - i. Human communication.
 - ii. The transactional communication
 - iii. Listening.
 - iv. Self-disclosure
 - v. Communication climate-
- b. Using an example, briefly explain the Monroes Motivated Sequence. (5 marks)
- c. Discuss with use of examples five characteristics of competent communicators. (10 marks).
- d. Analyze the following phrase, ‘Meanings are in people not in words,’ using Ogden and Richards model and an example from your cultural background (10 marks).

QUESTION TWO

- a. Explain four things that distinguish the use of language by different gender. (14 marks)
- b. “In some cases, non-verbal communication is ambiguous.” Explain this statement. (6 marks)

QUESTION THREE

- a. Distinguish between hearing and listening elaborating the place of each in the communication process. (10 marks)

- b. Discuss five reasons you could have for disclosing some confidential information to a friend. In responding to this question, clearly state the contexts you would probably be in to necessitate such disclosure. (10 marks).

QUESTION FOUR

- a. Geert Hofstede's says that, *Power Distance* is one of the cultural factors that shape the attitudes and behaviors of groups and individuals.
- i. Describe the meaning of 'Power Distance.' (3 marks)
 - ii. Discuss the concept from the Kenyan point of view. (7 marks).
- b. Differentiate in four ways, a normal conversation and interviewing. (10 marks)

QUESTION FIVE

- a. You have been invited by your former secondary school principal to give a speech entitled, "*Life in campus*" to final years students. Evaluate four different methods of speech delivery that you are likely to choose from. For each of the four give an advantage and a disadvantage. (12 marks)
- b. Despite its advantages and conveniences, computer mediated communication has its drawbacks. Discuss four of them. (8 marks).
-