

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: B.A (ODEL)

TIME: 2 HOURS

DAY/DATE: MONDAY 14/04/2025

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS

- **Answer question one and any other TWO questions**

QUESTION ONE (30 MARKS) COMPULSORY

Communication can be understood as a process whose elements interact with one another to produce a shared meaning.

- (a) With clear examples, explain five elements of communication. (10 marks)
- (b) Briefly discuss five basic functions of communication. (10 marks)
- (c) Describe Laswell's model of communication. (10 marks)

QUESTION TWO (20 MARKS)

You have been selected to make a class presentation on oral and written forms of communication.

- (a). Explain five features of oral communication that you will talk about during the presentation. (10 marks)
- (b). Discuss five advantages of written communication that you will talk about during the presentation. (10 marks)

QUESTION THREE (20 MARKS)

Both mass media and new media plays a key role in the lives of audiences. With this in mind:

- (a). Explain five functions of mass media in the world today. (10 marks)
- (b). Discuss the importance of online news in the world today. (10 marks)

QUESTION FOUR (20 MARKS)

Your classmate, Jane, is the secretary of her high school alumni association. She intends to send out a message to her association members to attend a physical meeting in the month of May.

- (a). Discuss five factors Jane will consider when choosing a channel of communication. (10 marks)
- (b). With examples explain five types of barriers to effective communication that Jane might encounter in the course of her work. (10 marks)

QUESTION FIVE (20 MARKS)

Distinguishing news from ordinary facts and comments is a difficult task for an untrained eye. Journalists, however, are expected to master this skill which is essential for their work.

- (a) Explain five determinants of news. (10 marks)
- (b). Discuss five qualities of a good news story. (10 marks)

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