

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

1ST SEMESTER 2023/2024 ACADEMIC YEAR

FIRST YEAR EXAMINATION FOR BACHELOR OF COMMUNICATION AND MEDIA STUDIES

COMM 111: INTRODUCTION TO COMMUNICATION

STREAM: R

TIME: 2 HRS

DAY: THURSDAY (14.30-16.30PM) DATE: 7/12/23

THIS QUESTION PAPER CONSISTS OF THREE (3 PAGES)

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.



INSTRUCTIONS: Answer question **ONE** and any other **TWO** questions

QUESTION ONE (30 MARKS)

- i. Non-verbal cues are essential for understanding the full context of a message. Explain with concrete examples **FOUR** of these elements (8marks)
- ii. How does effective communication contribute to a sense of belonging and connection with others? (4marks)
- iii. Describe the role of the sender, message, channel, and receiver in the communication process (4marks)
- iv. Discuss the significance of adapting your communication style to different audiences and provide examples of how you might adjust your communication for different situations or cultures (6marks)
- v. Discuss the significance of verbal communication in interpersonal relationships (4marks)
- vi. Provide and explain **TWO** techniques for managing emotions to facilitate better communication (4marks)

QUESTION TWO (20 MARKS)

- i. Explain **FOUR** importance of nonverbal communication cues in spoken communication (12marks)
- ii. Provide **FOUR** examples of nonverbal cues and their significance (8marks)

QUESTION THREE (20 MARKS)

- i. How does the Transactional Model of Communication differ from the Linear Model? (8marks)
- ii. State **TWO** reasons why it is considered a more comprehensive representation of communication (4marks)
- iii. Describe the roles of the sender, message, channel, and receiver in the communication process (8marks)



QUESTION FOUR (20 MARKS)

- i. Discuss copyright and trademark issues as legal and ethical considerations in graphic communication (10marks)
- ii. With concrete examples, explain TWO social needs for communication (10marks)

QUESTION FIVE (20 MARKS)

- i. What is the role of feedback in communication? Explain the difference between constructive and destructive feedback and provide examples of each (8marks)
- Analyse a real-world case where stereotypes played a role in miscommunication or biased decision-making. What lessons can be learnt from this case regarding the dangers of stereotyping? (12marks)

