

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

1ST SEMESTER 2025/2026 ACADEMIC YEAR

FIRST YEAR EXAMINATIONS FOR BACHELOR OF ARTS IN COMMUNICATION AND MEDIA

COMM 111: INTRODUCTION TO COMMUNICATION

STREAM:R

TIME: 2 HRS

DAY: THURSDAY (8.30-10.30AM)

DATE: 29/01/2026

THIS QUESTION PAPER CONSISTS OF THREE (2 PAGES)

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INSTRUCTIONS

Answer Question One and any other Two Questions

Do not write on this question paper

QUESTION ONE

- a) Explain any **Five** functions of communication. (10 marks)
- b) Describe any **five** communication contexts and how they influence the communication process (10 marks)
- c) Communication adheres to some principles. Give and explain any five fundamental principles of communication and their relevance in enhancing communication. (10 marks)

QUESTION TWO

- a) Discuss any **four** types of communication. (8 marks)
- b) Differentiate between linear, interactional and transactional communication models with Examples. (12 marks)

QUESTION THREE

- a) Evaluate the impact of technology on human communication. (12 marks)
- b) Think about your own experiences with online communication platforms (such as Zoom, Whats app or email). Identify and analyze **four** challenges you have encountered, explaining how each challenge affects the effective of communication? (8 marks)

QUESTION FOUR

- a) With an example for each, describe any **six** elements of communication. (12 marks)
- b) Discuss any **four** ethical considerations one should uphold in communication. (8 marks)

QUESTION FIVE

- a) Evaluate the impact of any **four** types of organizational communication with an institution. (8 marks)
- b) Discuss any **four** forms of non-verbal communication, showing their importance in the communication process (12 marks)