

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

2ND SEMESTER 2023/2024 ACADEMIC YEAR

SECOND YEAR EXAMINATION FOR BACHELOR OF COMMUNICATION AND MEDIA STUDIES

COMM 221/124: INTERPERSONAL AND GROUP COMMUNICATION

STREAM: R

TIME: 2 HRS

DAY: TUESDAY (2.30-4.30PM)

DATE: 16/4/24

THIS QUESTION PAPER CONSISTS OF TWO (2 PAGES)

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

QUESTION ONE (30 MARKS)

a) Define the following terms

Interpersonal communication (2 marks)

Group communication (2 marks)

b) Identify and explain any five ethical choices in interpersonal communication (10 marks)

c) Identify any five ways to improve speaking in a group (10 marks)

d) Briefly explain any three effective listening strategies in a group (6 marks)

QUESTION TWO (20 MARKS)

a) Define self-identity (2 marks)

b) Identify any four factors that shape self-identity (8 marks)

QUESTION THREE (20 MARKS)

a) Explain the following in the context of intercultural communication (9 marks)

i) intercultural competence

ii) intercultural literacy

iii) intercultural awareness.

b) Explain how culture affect communication (10 marks)

QUESTION FOUR (20 MARKS)

Discuss the Social Exchange Theory of interpersonal communication (20 marks)

QUESTION FIVE (20 MARKS)

Discuss the Social Penetration Theory of intrepersnal relationships (20 marks)