



UNIVERSITY OF BUSIA

Pursuing the Frontiers of Knowledge...

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ACADEMICS, RESEARCH AND STUDENTS' AFFAIRS II

UNIVERSITY EXAMINATIONS

2020 /2021 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER REGULAR EXAMINATIONS

FOR THE DEGREE OF BACHELOR OF SCIENCE
IN COMMUNICATION AND PUBLIC RELATION

COURSE CODE: CMM 100

COURSE TITLE: INTRODUCTION TO COMMUNICATION

DATE: 18TH JANUARY 2021

TIME: 8:00 AM - 12:00 PM

INSTRUCTION TO CANDIDATES

- CONFIDENTIAL

THIS PAPER CONSISTS OF 3 PRINTED PAGES

REGULAR – MAIN EXAM

CMM 100: INTRODUCTION TO COMMUNICATION

STREAM: CPR

DURATION: 3 Hours

INSTRUCTIONS TO CANDIDATES

- i. Answer Question ONE and any other TWO questions.
- ii. Do not write on the question paper.

QUESTION 1

- a) Briefly define communication (2 Marks)
- b) Explain to them FIVE importance of effective communication in human interactions (10 Marks)
- c) Explain the functions of communication according to the levels listed (6 Marks)
 - (i) Personal - *plan our lives*
 - (ii) social - *interaction*
 - (iii) Organisational - *communication*
- d) Explain to them why communications is a science (12 Marks)

QUESTION 2

- a) Explain any FOUR forms of communication used in the traditional African society (8 Marks)

- b) With examples discuss THREE communication barriers and the measures you can use to overcome them. (12 Marks)

QUESTION 3

- a) Using examples differentiate between verbal and non-verbal codes used in human communication. (6 Marks)
- b) Explain the importance of paralanguage in human communication. (14mks)

QUESTION 4

- a) Using relevant examples, explain the source, message and the receiver as crucial elements of the communication process (9 mks)
- b) Giving examples, identify alterations in the nature of mass communication that have been made possible by internet and its convergence with other media. (10 Marks)

QUESTION 5

- a) Explain FIVE perceptual errors that may occur during a communication process. (10 Marks)
- b) Communication is a science. Discuss giving FIVE points either for or against this statement. (10 Marks)