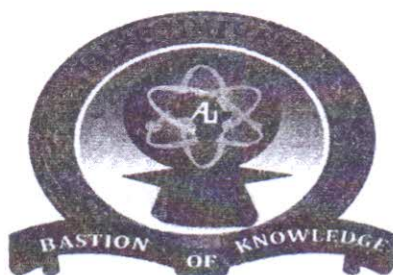


LIN317E



**OFFICE OF THE DEPUTY PRINCIPAL
ACADEMICS, RESEARCH AND STUDENT AFFAIRS**

UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER REGULAR MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF EDUCATION (ARTS)

COURSE CODE: LIN317E

COURSE TITLE: THEORIES OF LANGUAGE AND COMMUNICATION

DATE: 18/04/24

TIME: 2PM- 5PM

INSTRUCTION TO CANDIDATES

- **SEE INSIDE**

THIS PAPER CONSISTS OF TWO PRINTED PAGES

PLEASE TURN OVER

INSTRUCTIONS TO CANDIDATES

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

QUESTION ONE

- (a) Define the following concepts and for each provide a relevant example
(10 marks)
 - (i) Effective communication
 - (ii) Quantitative survey
 - (iii) Noise
 - (iv) Communication device
 - (v) Linguistic barrier
- (b) Provide evidence of the importance of feedback in the communication process
(8 marks)
- (c) As a head of an organisation, show how you would improve communication within the organisation
(8 marks)
- (d) State **FOUR** disadvantages of spoken communication in an organisation
(4 marks)

QUESTION TWO

- (a) Demonstrate how the following models of communication could address challenges in a school setting
(10 marks)
 - (i) Transactional model
 - (ii) Interpersonal model
- (b) Describe **FIVE** factors which would promote effective oral presentation
(10 marks)

QUESTION THREE

- (a) Define communication research?
(2 marks)
- (b) Examine **FIVE** factors that justify the use of research in communication
(10 marks)
- (c) Describe **FOUR** roles of public relations in an organisation (8 marks)

QUESTION FOUR

- (a) State **FOUR** characteristics of non-verbal communication (4 marks)

- (b) Analyse FOUR factors that make business letters valuable communication tools in an organisation (8 marks)
- (c) Discuss FOUR causes of communication breakdown in an organisation (8 marks)

FOUR FIVE

- (a) Highlight FIVE factors you could consider when designing a logo for your private school (5 marks)
- (b) Identify FIVE ways in which wireless technology has enhanced modern communication (5 marks)
- (c) Discuss FIVE factors that would influence communication with people from different cultures (10 marks)