



**ALUPE
UNIVERSITY**

OFFICE OF THE DEPUTY VICE CHANCELLOR
ACADEMICS, RESEARCH AND STUDENT AFFAIRS

UNIVERSITY EXAMINATIONS

2024/2025 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER MAIN EXAMINATION

FOR THE BACHELOR OF SCIENCE IN COMMUNICATION & PUBLIC
RELATIONS

COURSE CODE: CMM 311

COURSE TITLE: COMMUNICATION ETHICS

DATE: 06/01/2025

TIME: 8.00AM -11.00PM

INSTRUCTIONS TO CANDIDATES

- SEE INSIDE
- THIS PAPER CONSISTS OF 3 PRINTED PAGES
- PLEASE TURN OVER

MAIN/REGULAR
COURSE CODE: CMM 311 TITLE: COMMUNICATION ETHICS

STREAM: CPR

DURATION: 3 HOURS

INSTRUCTIONS TO CANDIDATES

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

QUESTION ONE

- a) Define the term *communication ethics*. (2 marks)
- b) Discuss **FIVE** principles of ethical communication. (10 marks)
- c) Outline **FIVE** value structures in communication. (10 marks)
- d) Highlight **FOUR** importance of ethics to an organization. (8 marks)

QUESTION TWO

Ethical perspectives are the different ways in which people think about right and wrong. Discuss the following ethical perspectives:

- i. Religious (4 marks)
- ii. Economic (4 marks)
- iii. Legal (4 marks)
- iv. Humanistic (4 marks)
- v. Social Responsibility (4 marks)

QUESTION THREE

Stereotyping in communication is an ethical issue because it can be a major barrier to effective communication if done inaccurately and it can lead to miscommunication, misunderstandings, and even conflict.

- a) Define the term *stereotyping*. (2 marks)

- b) Describe **FIVE** strategies that you can use to avoid stereotyping in communication. **(10 marks)**
- c) Explain any **FOUR** examples of stereotyping in various contexts. **(8 marks)**

QUESTION FOUR

Even though we have both positive and negative emotions, not all emotions are necessarily good or bad in communication.

- a) Define the term *emotions* and state two examples of positive emotions and two examples of negative emotions in the context of communication. **(4 marks)**
- b) Discuss **FOUR** strategies that one can use to avoid emotional communication in a professional setting. **(8 marks)**
- c) Explain **FOUR** ways in which we can communicate trust and credibility. **(8 marks)**

QUESTION FIVE

Ethical communication practices should always consider and respect the right to privacy of others.

- a) Describe **FIVE** factors to consider in order to respect others right to privacy. **(10 marks)**
- b) Invasion of privacy and computer crime are both unethical communication practices. Discuss **FIVE** strategies that you can use to protect yourself from invasion of privacy and computer crimes. **(10 marks)**
