

**CHUKA**



**UNIVERSITY**

**COLLEGE**

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF  
BACHELOR OF ARTS (COMMUNICATION & MEDIA)**

**COMM 100: INTRODUCTION TO COMMUNICATION**

**STREAM: B.A (COMM & MEDIA)**

**TIME: 2 HOURS**

**DAY/DATE: WEDNESDAY 13/12/2012**

**11.30 A.M – 1.30 P.M.**

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**INSTRUCTIONS:**

- 1. Answer ALL questions in Section A.**
- 2. This is not an open book exam. Any form of cheating will lead to immediate dismissal from the exam room. The candidate will earn a failing grade.**
- 3. Write legibly.**

**SECTION A:**

1. (a) Using a well-designed drawing, illustrate the Transactional Model of Communication. [5 marks]

(b) Explain fully how the processes of communication in the transactional mode happen. [10 marks]
2. (a) What is 'Language Distortion'? [5 marks]

(b) Discuss how language distortion occurs during verbal communication. Choose examples from your communication experiences to illustrate your answer. [10 marks]
3. List FIVE assumptions of Uncertainty Reduction Theory. [10 marks]
4. There is a direct link between culture and communication. Discuss the validity of this claim. [10 marks]

**SECTION B:**

Answer only ONE question in this section.

5. During class discussions, you learned that there are at least three main purposes of human communication. Name these purposes and explain how communication applies to each of them. Use examples from real life situations to illustrate your answers. [20 marks]
  
  6. Explain in adequate detail the impact evolving gender roles have on communication between men and women in the Kenyan society. [20 marks]
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