

RONGO UNIVERSITY EXAMINATION
(2016/2017 ACADEMIC YEAR)
SECOND YEAR FIRST SEMESTER REGULAR EXAMINATION
FOR THE DEGREE IN COMMUNICATION AND MASS MEDIA
COURSE CODE: CMM 400
COURSE TITLE: COMMUNICATION THEORIES

INSTRUCTIONS TO CANDIDATES

- Answer question **one** and any other **three** questions
- Marks are shown at the end of each question
- Show workings in the answer booklet for award of full marks
- The exam duration is three (3) hours

QUESTION ONE

Individuals feel more motivated to reciprocate a favor than most benefactors predict (Flynn & McGuire, 2003). Explain this statement using the social interaction theory of communication) (25 marks)

QUESTION TWO

Communication and exchange of information can reduce uncertainty and improve predictability and thus develop relationships reflecting upon those uncertainties. Discuss (15 marks)

QUESTION THREE

Critique the social exchange theory of communication. (15 marks)

QUESTION FOUR

Using Shannon and Weaver model of communication, explain the process of human communication (15 marks)

QUESTION FIVE

Describe the three primary strategies used to explain uncertainty reduction communication (15 marks)

QUESTION SIX

Don Faules and Dennis Alexander (1978) define communication as a" symbolic behavior which results in various degrees of shared meaning and values between participants. Explain (15 marks)