



S.P.S

MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR THE CERTIFICATE IN COMMUNICATION & MASS MEDIA (CITY CAMPUS)

ACJM 0011: HUMAN COMMUNICATION

Date: 18th July, 2013

Time: 2.00 – 4.00 p.m.

MASENO UNIVERSITY

Certificate Year 1 Semester 1

ACJM 0011: HUMAN COMMUNICATION

Answer three questions. Question one is compulsory. Time: 2 hours

1. a). Define the term communication (4 marks)
- b). Briefly explain any THREE importance of studying human communication (6 marks)
- c). Write brief notes on any FIVE principles of communication (10 marks)
- d). Explain FIVE components of human communication (10 marks)
2. a). Explain how nonverbal communication compliments verbal communication (10 marks)
- b). List any five advantages oral communication have over written communication (10 marks)
3. a). Distinguish between listening and hearing. (4 marks)
- b). List down five importance of listening (10marks)
- c). Make short notes on the following: (6 marks)
 - i. Critical listening
 - ii. Discriminating listening
 - iii. Therapeutic listening

4. Define the following concepts as used in human communication (20 marks)

- a) Feedback
- b) Working memory
- c) Figure of speech
- d) Jargon
- e) Channel

5. a). Briefly state the effects of clothing and artifacts in human communication

(15 marks)

b). List any FIVE vocal cues that are correlated to dominance as

a personality characteristic in human beings

(5 marks)