



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**FIRST YEAR FIRST SEMESTER EXAMINATION FOR DEGREE
OF BACHELOR OF ARTS IN LANGUAGE AND
COMMUNICATION WITH INFORMATION TECHNOLOGY**

MAIN CAMPUS

AEN 115: VERBAL AND NON-VERBAL COMMUNICATION

Date: 6th December, 2016

Time: 8.30 - 11.30am

INSTRUCTIONS:

- Question ONE and any other TWO.



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- 1a). With appropriate illustrations, distinguish between verbal and non verbal communication. (5mks)
 - b). Differentiate among sign, symbol, index and icon, citing appropriate examples. (15 mks)
 - c). Explain the role of culture in non verbal communication. (10 mks)
 2. Explain how the following categories apply in non verbal communication:
 - a). Kinesics
 - b). Haptics
 - c). Proxemics
 - d).Oculesics
 - e). Vocalics (20 mks)
 3. Explain the role of the following in verbal communication:
 - a) Grammatical errors
 - b). Meta talk
 - c). Cliches
 - d). Euphemism
 - e). Figures of speech (20 mks)
 4. Citing appropriate examples, explain how verbal communication can be improved. (20mks)
 5. Explain the concept 'communicative competence.' (20 mks)