



# MASENO UNIVERSITY

## UNIVERSITY EXAMINATIONS 2012/2013

FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR  
THE DEGREE OF BACHELOR OF ARTS IN  
COMMUNICATION & MEDIA TECHNOLOGY WITH  
INFORMATION TECHNOLOGY  
(CITY CAMPUS)

### ASO 106: SOCIAL COMMUNICATION SKILLS

*Date: 18<sup>th</sup> August, 2013*

*Time: 5.30 – 7.30 p.m.*

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**FIRST YEAR SECOND SEMESTER  
ASO 106: SOCIAL COMMUNICATION SKILLS**

*Answer question one and any other two*

1. a) Explain the concept of social communication. (10marks)  
b) Using appropriate model describe the process of communication. (20marks)
2. 'Actions speak louder than words'. Suggest strategies of improving non-verbal communication. (20 marks)
3. a) Highlight the factors to consider in academic writing. (10marks)  
b) Using appropriate examples explain how one may commit plagiarism (10marks)
4. Discuss the communication network patterns used in group process. (20marks)
5. Critically analyze the intervening factors in attainment of common meaning during communication. (20marks)
6. Discuss the impact of internet in social communication. (20marks)