

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**FIRST YEAR EXAMINATION FOR THE AWARD OF  
DIPLOMA IN ANIMAL HEALTH AND PRODUCTION**

**AGED 0111: INTRODUCTION TO LANGUAGE AND COMMUNICATION**

**STREAMS: DIP (ANHE) YIS2**

**TIME: 2 HOURS**

**DAY/DATE: WEDNESDAY 8/04/2015**

**8.30 AM – 10.30 AM**

**INSTRUCTIONS:**

- **Do not write on the question paper**
- **Answer four questions. Question one is compulsory**

1. (a) (i) Define communication [2 marks]  
(ii) Explain four functions of communication [4 marks]  
(b) Explain the following terms in relation to communication [5 marks]
  - (i) Semantic
  - (ii) Code switching
  - (iii) Code mixing
  - (iv) Slang vocabulary
  - (v) Semantic  
(c) (i) Explain the importance of audience analysis in communication [4 marks]  
(ii) Discuss four ways of controlling (managing) grape vine communication in any organization. [4 marks]  
(d) Explain six ways of overcoming stage fright. [6 marks]
2. (a) Highlight three types of noise in communication [3 marks]  
(b) Communication can be categorized according to the direction of the communication. Explain [12 marks]

3. (a) Explain four forms through which people listen [8 marks]
- (b) (i) Explain why it is necessary to control noise in communication [2 marks]
- (ii) Describe five situation related communication barriers. [5 marks]
4. (a) (i) Define audio-visual aids [1 mark]
- (ii) Outline four roles played by audio visual aids [8 marks]
- (b) Explain the following communication signals [6 marks]
- (i) Audio
- (ii) Tactile
- (iii) Olfactory
5. (a) (i) Explain the importance of feedback in communication [2 marks]
- (ii) Outline five factors that create poor communication in any organization [5 marks]
- (b) Explain four ways of overcoming communication barriers. [8 marks]
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