



Strathmore
UNIVERSITY

**SCHOOL OF HUMANITIES & SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION (BAC)
END OF SEMESTER EXAMINATION
BAC 1203 INTERPERSONAL COMMUNICATION**

DATE: 14th March 2025

TIME: 16:00 – 18:00

Instructions

1. This examination consists of **FOUR** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.

Question 1 (30 marks)

- a) You are interested in developing a company of your own and becoming an employer. Describe the company (2 marks) then justify any three (3) interpersonal competencies you would be looking for from your employees (6 marks).
- b) Explain the Social Penetration Theory in the context of interpersonal communication (3 marks). Discuss 2 contexts that are common in the news and show how people with evil intentions exploit this theory (8 marks).
- c) Explain the conflict continuum (2 mark) and using it, map family conflict on any 3 levels of intensity (9 marks). Give examples to clarify your responses further.

Answer any 2 of the following questions.

Question 2 (15 marks)

- i) What role does active listening play in building effective interpersonal relationships in your class? Raise 2 arguments. (4 marks)
- ii) Is Impression Management altogether bad? Debate. (11 marks)

Question 3 (15 marks)

- i) Evaluate the role of technology in interpersonal communication. In what three (3) ways has the rise of digital communication affected face-to-face interactions? (6 marks)
- ii) What is emotional intelligence ? Define it and give 2 major components. (3 marks)
- iii) What is the impact of Emotional Intelligence on Interpersonal Communication? Offer 3 arguments. (6 marks)

Question 4 (15 marks)

- i) Explain the Johari Window Model (2 marks) and how it aids in understanding interpersonal communication and self-awareness (8 marks). Use suitable examples to demonstrate your understanding of the model.
- ii) How does self-concept influence interpersonal communication? (1 mark) Discuss the impact of a positive and negative self-concept on relationships (4 marks). Use yourself as an example to illustrate your arguments.