



**Strathmore**  
UNIVERSITY

**SCHOOL OF HUMANITIES & SOCIAL SCIENCES**  
**BACHELOR OF ARTS IN COMMUNICATION**  
**END OF SEMESTER EXAMINATION**  
**BAC 1201: PRINCIPLES OF COMMUNICATION**

**Date: Monday 11<sup>th</sup> March**

**Time: 08:45 – 10:45**

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**Instructions**

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

**Question 1**

- a. In seven well developed arguments, justify the study of principles of communication  
(15 Marks)
- b. Lack of preparation may undermine a communicator's credibility, making sufficient preparation a prerequisite for a communicator's success. Discuss four other factors that may lead a communicator's loss of credibility.  
(8 Marks)
- c. Use this conversation to answer part c:  
*Esther: I need to complete preparations for the departmental meeting tomorrow.*  
*Steve: Oh then I should stop talking and distracting you. By the way what is the meeting all about?*  
*Esther: I really should not divulge too much but you know that the company is going down and we hope that the accountant can be fired.*  
*Steve: Oh it's about time. I have never trusted that fellow especially given his ethnic background.*  
*Esther: Exactly. Anyway, do not mention this to anyone.*  
*Steve: Not a word. Good luck with that. I need to leave the office now. I also have a pending report to submit. It was due yesterday but one more day won't hurt. Bye.*  
*Esther: Bye*  
Highlight and explain three ethical issues in communication that arise from this conversation.  
(7 Marks)

**Question 2**

Correctness as a principle of communication also implies correctness in manner. One of the ways of achieving correctness is by practising Emotional Intelligence. Expound on the five domains of Emotional Intelligence as propounded by Daniel Goleman.  
(15 Marks)

**Question 3**

- a. Demonstrate 3 ways in which conciseness can be achieved in spoken communication. (6 Marks)
- b. In four well illustrated arguments, describe how to achieve better clarity in both spoken and written correspondence. (9 Marks)

**Question 4**

You have been requested to speak to high school students about a topic of your choice. Write out a speech of between 350 and 600 hundred words. Be sure to observe all the principles of communication. (15 Marks)

**Question 5**

- a. While a few may view courtesy in communication as a sign of weakness, it is well understood that courtesy enhances communication and even facilitates other's receptiveness to messages. Justify five ways in which courtesy can be shown in writing and in speech. (10 Marks)
- b. Define concreteness in communication. Illustrate two ways in which concreteness can be achieved in written communication. (5 Marks)