



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES

BACHELOR OF ARTS IN COMMUNICATION
END OF SEMESTER EXAMINATION
BAC 1203: INTERPERSONAL COMMUNICATION

Date: 12th March 2024

TIME: 15:30-17:30

Instructions

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

Question 1 (30 marks)

“Many individuals do not understand that their lack of professionalism is really often poor interpersonal communication competence. One of the reasons that you are learning this course is precisely to help you be more conscious of interpersonal competence, given that the field of communication is a people-facing and people-focused profession”

- a) For people who have no awareness of the value of IPC, how would interpersonal skills help them raise their profile? Show exactly how and why they would be great skills to have. (6 marks)
- b) You would like to start a company of your own. You would like to employ 4 individuals and train them on specific interpersonal competences. Which four skills would you prioritise and why? (12 marks)
- c) Consider any 3 theories of interpersonal communication. Name and briefly explain them, then show their value to an individual in the Communications field, or any other field of your choice. (12 marks)

Question 2 (15 marks)

- a) What is conflict management and how does it differ from conflict avoidance? (7 marks)

- b) Why is it important for human beings to understand the conflict escalation continuum? (8 marks)

Question 3 (15 marks)

- a) Compare and contrast the Johari Window and Leary's interpersonal behavior circumplex on 3 areas. (12 marks)
- b) How would you apply each to become a better interpersonal communicator? (3 marks)

Question 4 (15 marks)

Explore the intricate relationship between emotional intelligence and effective interpersonal communication in 5 arguments. Offer your work a suitable introduction.