



**SCHOOL OF HUMANITIES & SOCIAL SCIENCES**  
**Bachelor of Arts in Communication**  
**END OF SEMESTER EXAMINATION**  
**BAC 1201: Principles of Communication**

**DATE: 14 March 2018**

**Time: 2 Hours**

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**Instructions**

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

**Question ONE (COMPULSORY)**

a) Non-verbal codes are a big part of communication and can sometimes convey a more powerful message than verbal communication. Briefly explain how you would use nonverbal communication to express each of the following. (8 marks)

- i) Warmth
- ii) Domination/control
- iii) Hostility
- iv) Submissiveness

b) Brian is a new student at a local university. He loves his studies and hopes to get good grades every semester. However, he has problems concentrating in class. Firstly, he begins his lectures by listening well but after sometime starts scrolling his cell phone for messages. At the end of the lectures, he finds that he has missed out on huge parts of the classes. Secondly, he has also shared with his friends that he finds a number of his lecturers boring. Thirdly, he assumed that some of the courses had content that was covered in previous units and so did not bother paying attention.

Describe three listening barriers that Brian is facing in the above scenario. (6 marks)

c) Using examples, explain the statement: All communication occurs in a context. (6 marks)

d) Illustrate how high-context cultures differ from low-context cultures when communicating. (6 marks)

e) Describe how perception influences the way people communicate. (4 marks)

**Question TWO**

a) Using examples of a small group where you have been a member, discuss the various stages of the development of such a group. (8 marks)

b) Differentiate the authoritarian leadership style from the democratic leadership style. (7 marks)

### Question THREE

- a) John is an employee in an accounting firm in Nairobi. He is social and smart. However, John is highly opinionated and domineering. He is also fond of interrupting conversations and giving his opinion loudly without allowing others to speak. Although, John considers himself one of the most popular employees in the firm, his colleagues think otherwise. A few colleagues have tried speaking to him about his annoying behaviour but he has told them off arguing that they are just jealous of his popularity. His colleagues have now resulted to avoiding him. Using the Johari Window help John understand how he can gain **self-awareness** on who he is and his personality traits. (8 marks)
- b) Define self-disclosure. (2 marks)
- c) Briefly describe FIVE factors that influence self-disclosure. (5 marks)

### Question FOUR

- You are assigned to give a speech on how writers can avoid plagiarism to university students who have been forced to attend a writing workshop that is scheduled on Saturday morning.
- a) Explain how you would research the topic. (5 marks)
- b) With examples, illustrate the strategies you would employ to make your audience willing to listen. (7 marks)
- c) Describe the visual aids you would use in your speech. (3 marks)

### Question FIVE

- a) There are two clichés in each of the following sentences, rewrite the sentences to eliminate them. (5 marks)
- i) Some older people become sick or depressed, but my grandmother is fit as a fiddle and happy as a clan.
- ii) Sara eats like a horse, but she is still thin as a rail.
- iii) I heard that Edgar was as sick as a dog and probably not long for this world.
- iv) When office gossip landed Jane in hot water with her boss, she decided to take the bull by the horns.
- v) Olivia has been on thin ice at work for some time now, and if you ask me, the handwriting is on the wall.
- e) Each of the following sentences contains a non-parallel item. Rewrite them to correct the non-parallel part. (3 marks)
- i) Anna studied for the midterm exam, worked on her term paper, and was researching in the library.
- ii) When it's time to study, Carl always remembers that he has to do his laundry, shop for groceries, or his car needs washing.
- iii) Today the children want to go to the movies and visiting the museum.
- iv) Kevin's project failed because he ran out of time, out of money, and he also had bad luck.
- v) The tail of a comet always points toward the sun, while the nose is pointed away from the sun.
- vi) For dinner, Lisa had iced tea, a tomato sandwich, and also ate a salad.
- f) Write a paragraph explaining the purpose of communication. Make sure the paragraph has unity of thought and coherence. (7 marks)