



# MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

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## University Examinations 2021/2022

FIRST YEAR, FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF EDUCATION ARTS

### BCJ 3102: HUMAN COMMUNICATION

DATE: JANUARY 2022

TIME: 2 HOURS

INSTRUCTIONS: Answer question *one* and any other *two* questions

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#### QUESTION ONE

- a) Highlight 4 characteristics of spoken communication. ( 4 marks)
- b) Mention four non-verbal cues used in communication. (4 marks)
- c) Explain the hindrances to effective listening. (4 marks)
- d) What are the characteristics of schramm's model of communication? ( 4 marks)
- e) Name four advantages of written communication. (4 marks)
- f) Explain the following terms as used in communication.
  - i. Communicative competence (2marks)
  - ii. Encoding (2 marks)
- g) Give the factors that may cause a sender to communicate ineffectively. (3 marks)
- h) Show how the receiver's attitude can affect communication negatively (3 marks)

#### QUESTION TWO

- a) Discuss intrapersonal communication. (10 marks)
- b) Show how you would use it as university student. (10 marks)

### **QUESTION THREE**

- a) Non-verbal communication is very important in communication. (10 marks)
- b) By use of examples show how it functions in our everyday communication. (10 marks)

### **QUESTION FOUR**

- a) Discuss the nature of language as an important tool for communication. ( 10 marks)
- b) Discuss the principles of communication. (10 marks)

### **QUESTION FIVE**

- a) Hall 1969 identified four spatial zones of interpersonal communication. Discuss. (10 marks)
- b) Discuss the advantages of written communication over spoken communication. (10 marks)