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SCHOOL OF COMMUNICATION AND COMPUTER STUDIES
DEPARTMENT OF COMMUNICATION STUDIES
CERTIFICATE IN COMMUNICATION
FINAL EXAM
JANUARY-APRIL 2024/2025 SEMESTER
MODE: REGULAR
LIMURU CAMPUS
CCOM 1106: LANGUAGE AND COMMUNICATION

DATE: APRIL, 2025 **TIME: 2 HOURS**

INSTRUCTIONS: Answer All Questions in SECTION A and Attempt two Questions in Section B.

SECTION A: Answer All Questions

Question 1

a) Outline two roles of facial expressions in non-verbal communication. (2 marks)
b) Distinguish between encoding and decoding in communication. (4 marks)
c) Highlight five roles of feedback in the communication process. (5 marks)
d) Explain the concept interpersonal communication and intrapersonal communication. (4 marks)
e) List four types of non-verbal communication. (4 marks)
f) Use examples to explain five key characteristics of language. (5 marks)
g) Use examples to explain three significances of verbal communication in daily life. (6 marks)

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SECTION B: ANSWER ANY TWO QUESTIONS

Question 2

a) Describe how body language reveals true emotions even when words do not. (5 marks)

b) Draw and describe a basic model of the communication process. (10 marks)

Question 3

a) Identify and explain five major barriers to communication (10 Marks)

b) Suggest ways to overcome the barriers mentioned above. (5 marks)

Question 4

a) Highlight five techniques that may be used to improve verbal communication skills. (5 marks)

b) Evaluate five roles of communication context in conflict resolution. (10 marks)

Question 5

a) Explain five ways to improve the synthesis of language and communication. (5 marks)

b) Discuss five major functions of language in communication. (10 marks)

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