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Private Bag 00217 Limuru, KENYA

Tel: 020-2020505/2020510/0728-669000/0736-424440

SCHOOL OF COMMUNICATION AND COMPUTER STUDIES
DEPARTMENT OF COMMUNICATION STUDIES
CERTIFICATE IN COMMUNICATION
FINAL EXAM
JANUARY- APRIL 2024/2025 SEMESTER
MODE: REGULAR
NAKURU 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 ONE (30 MARKS)

a) Define the following terms
   i) Communication **(2 Marks)**
   ii) Public communication **(2 Marks)**
   iii) Mass Communication **(2 Marks)**

b) Describe FOUR elements of communication **(4 Marks)**

c) By use of examples, explain FIVE principles of communication **(10 Marks)**

d) By use of a diagram, discuss the communication process **(10 Marks)**

SECTION B: Answer any Two Questions

QUESTION TWO

a) Compare and contrast between intrapersonal and interpersonal communication. **(10 marks)**

b) Describe FIVE characteristics of language. **(5 Marks)**

QUESTION THREE

a) 'Language and communication are inseparable.' By use of relevant examples, discuss FIVE factors to confirm this statement **(10 Marks)**

b) Discuss FIVE barriers to effective communication. **(5 Marks)**

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QUESTION FOUR

a) 'Intercultural communication is inescapable in today's globalized society.' By use of relevant examples, discuss FIVE characteristics of culture. **(10 Marks)**

b) Explain the FIVE differences between language determinism and language relativity. **(5 Marks)**

QUESTION FIVE

a) Discuss FIVE types of non-verbal communication. **(10 Marks)**

b) Describe FIVE ways of improving your language skills. **(5 Marks)**

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