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ST. PAUL'S UNIVERSITY

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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 1101: INTRODUCTION TO 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 (30 Marks)

Question 1

a) Define communication and explain its importance in everyday life. (5 Marks)

b) Identify and describe any three types of communication. (6 Marks)
c) Explain any four barriers to effective communication and provide ways to overcome them. (8 Marks
d) Differentiate between verbal and non-verbal communication, providing two examples for each. (6 Marks)
e) State any five characteristics of effective communication. (5 Marks

SECTION B: Answer any TWO Questions

Question 2

Discuss the process of communication using a suitable diagram. Explain each stage in detail. (15 Marks)

Question 3

With relevant examples, explain how communication skills are essential in professional and academic settings**.** (15 Marks)

Question 4

Explain the principles of interpersonal communication and their relevance in organizational success. (15 Marks)

Question 5

Discuss the role of technology in modern communication and its advantages and challenges**.** (15 Marks)

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