



MURANG'A UNIVERSITY OF TECHNOLOGY
SCHOOL OF EDUCATION, HUMANITIES AND SOCIAL
SCIENCES

DEPARTMENT OF HUMANITIES

UNIVERSITY ORDINARY EXAMINATION

2023/2024 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER EXAMINATION FOR BACHELOR OF
LINGUISTICS AND COMMUNICATION STUDIES

CLM 104 – PRINCIPLES OF HUMAN COMMUNICATION

DURATION: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Answer question one and any other two questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION

QUESTION ONE (30 MARKS)

- a) Define the term communication competence. (3 marks)
- b) Enumerate five principles of human communication. (5 marks)
- c) Define the transactional model of communication. (5 marks)
- d) Highlight five ways in which leadership style influence communication within an organization. (5 marks)
- e) State four ethical principles in communication. (5 marks)
- f) Identify five challenges of cross cultural communication. (5 marks)
- g) Discuss the term cultural sensitivity in the context of international communication. (3 marks)

SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO (20 MARKS)

- a) Discuss five ways in which effective team communication contributes to successful collaboration. (10 marks)
- b) Explain how you would use communication technology to improve communication as a corporate communications officer. (10 marks)

QUESTION THREE (20 MARKS)

- a) Identify and elaborate on five characteristics that define a competent communicator. (10 marks)
- b) Describe five types listening applications in effective communication. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Discuss five ways in which social exchange theory applies to interpersonal communication. (10 marks)
- b) Discuss five ways in which perception can be a communication barrier during interpersonal communication. (10 marks)