



Pan Africa
Christian University

DCM 100: THEORIES AND PRINCIPLES OF COMMUNICATION

END OF MAY-AUGUST 2022 TRIMESTER EXAM

INSTRUCTIONS:

ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS IN SECTION B

SECTION A: COMPULSORY

1. You have been appointed to represent your organization in a business meeting where you meet other people for the first time. Referring to the principles of any **FIVE** interpersonal communication theories, describe how you would relate to the new people in the meeting. (10 marks)

SECTION B: ANSWER ANY THREE QUESTIONS

2. You are required to write a newspaper article explaining the dark side of social media. Using examples, explain how you would apply any **FIVE** communication principles. (10 marks)
3. Define your understanding of the Onion Model of the Social Penetration Theory and use **FOUR** examples to illustrate how it applies in interpersonal relationships. (10 marks)
4. You are the CEO of your organization and you are planning to reprimand your staff for poor work. Using **FOUR** clear reasons, describe the communication model you would adopt to do this. (10 marks)
5. Using **ONE** relevant example for each, explain your understanding of the following:
 - a) Cognitive dissonance (2 marks)
 - b) Minimax principle (2 marks)
 - c) Cognitive uncertainty (2 marks)
 - d) Norm of reciprocity (2 marks)
 - e) Symbolic interactionism (2 marks)