



PAN AFRICA CHRISTIAN UNIVERSITY

JANUARY 2021 Trimester Exams

COM 101: LANGUAGE AND COMMUNICATION (BA COMMUNICATION)

ROYSAMBU & VALLEY ROAD (DAY/EVENING)

Time 3hrs.

Instructions: Answer ALL questions in SECTION A and any other THREE questions in SECTION B

SECTION A (10 marks)

1. Answer ALL of the following questions:

- a) Differentiate between Language and Communication (2 marks)
- b) Explain **Three** ways in which language is important to the process of communication (3 marks)
- c) Describe **three** reasons that show how pragmatics is important to language (3 marks)
- d) Identify **two** ways through which a user of a language can achieve effective communication (2 marks)

SECTION B (30 marks)- Answer any THREE of the following questions:

- 2. Language is said to have originated from somewhere. Briefly explain **two** ways in which the divine source explanation of the origin of language has contributed to the communication process (10 marks)
- 3. a) The human language has different properties that explain it. Briefly discuss the following properties:
 - i) Arbitrariness (2 marks)

- ii) Duality (2 marks)
- iii) Displacement (2 marks)
- b) Briefly describe **two** ways that demonstrate that “language is a learned skill” (4 marks)
- 4. Describe the **four** components of communicative competences and show how they aid in effective communication (10 marks)
- 5. a) Briefly describe the concept of conversation analysis (4 marks)
- b) Explain **three** roles of conversation analysis in the communication process (6 marks)