



PAN AFRICA CHRISTIAN UNIVERSITY

JANUARY 2021 Trimester Exams

**DCM 100: THEORIES AND PRINCIPLES OF COMMUNICATION (Diploma,
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) Explain what you understand by the term 'theory' (2 marks)
- b) Briefly describe any **two** models of Communication and indicate how each contributes to the communication process (4 marks)
- c) Discuss **two** ways through which the Social Penetration theory of interpersonal communication applies to any one of the models of communication you know (4 marks)

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

2. a) Name and briefly explain any **two** principles of Communication (4 marks)
b) Explain how the Uncertainty Reduction Theory demonstrates any **three** principles of communication (6 marks)
3. a) What is intrapersonal communication? (2 marks)
b) Comment on the usefulness of **two** intrapersonal communication theories (4 marks)
c) With examples, differentiate interpersonal communication from intrapersonal communication (4 marks)

4. Explain **five** ways that show the impact of mass media on society as addressed by the Cultivation Theory of mass media (10 marks)
5. a) Briefly describe the Group Think theory (2 marks)
b) Discuss any **four** of the symptoms of the Group Think theory and demonstrate how they usually affect performance of a group (8 marks)