

**PAN AFRICA CHRISTIAN UNIVERSITY**  
**SEPTEMBER 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) Distinguish between ‘theory’ and ‘communication theory’ (2 marks)
- b) Describe briefly the transactional model of communication and explain how it aids in effective communication. (4 marks)
- c) Explain how the uncertainty reduction theory (URT) of interpersonal communication applies to the communication process. (4 marks)

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

- 2. Describe any **five** ways through which your knowledge of organizational information theory would be useful to you as a worker of an organization (10 marks)
- 3. a) Briefly describe the ideologies underlying the symbolic interactionism theory of intrapersonal communication (5 marks)
  - b) Discuss **two** ways through which the aspects of group think theory are demonstrated in a group that you belong to. (5 marks)
- 4. Briefly explain **four** principles of communication demonstrated by the agenda setting theory of mass media (10 marks)
- 5. a) Describe any **two** ways through which culture affects the communication process. (4 marks)
  - b) Describe briefly the relevance of communication accommodation theory of culture to communication. (6 marks)