



**COM 205: COMMUNICATION THEORIES
END OF SEPTEMBER-DECEMBER 2024 TRIMESTER EXAM**

INSTRUCTIONS:

ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS IN SECTION B

SECTION A: COMPULSORY

Question 1

You have a preferred television station that you frequently watch. Using realistic examples, describe **FIVE** categories of needs that may be influencing your choice of this TV station. (10 marks)

SECTION B: ANSWER ANY THREE QUESTIONS

Question 2

Using relevant examples, discuss any **FIVE** aspects of the onion model.

Question 3

Your friend has informed you that they belong to a certain social group where only a few, specific people participate in discussing the group's affairs.

- a) Explain **THREE** things you would ask your friend to determine if there is groupthink in the group. (6 marks)
- b) Using relevant examples, explain **TWO** possible causes of groupthink to your friend. (4 marks)

Question 4

Using clear examples, describe in detail **TWO** real-life situations that demonstrate the aspect of cognitive dissonance. (10 marks)

Question 5

- a) Define the following terms and give **ONE** relevant example for each:
 - i. Self-disclosure (2 marks)
 - ii. Norm of reciprocity (2 marks)
 - iii. Minimax principle (2 marks)
 - iv. Latent public (2 marks)

b) Give any **TWO** examples to demonstrate what you learned about communication theories. (2 marks)