



PAN AFRICA CHRISTIAN UNIVERSITY
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF ARTS IN COMMUNICATION
SEPTEMBER-DECEMBER 2018 SEMESTER

CAMPUS: ROYSAMBU

**DEPARTMENT: COMMUNICATION, LANGUAGES &
LINGUISTICS**

COURSE CODE: DCM101

COURSE TITLE: Language and Communication

EXAM DATE: THURSDAY 6TH DECEMBER 2018

DURATION: 3 HOURS

TIME: 9:00AM-12.00 NOON

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- Write your **STUDENT NUMBER** in the Answer Booklet given
- This examination script consists of **Five (5)** questions.
- Answer ALL questions in Section A and any other THREE questions from Section B
- *Write clearly and legibly.*
- *ALL PAC University's examination rules and regulations apply*

Section A

Question 1

- a) Using appropriate examples, define each of the following terms; [8marks]
 - i. Language
 - ii. Idiolect
 - iii. Dialect
 - iv. Communication
- b) Describe any **three** factors that are likely to affect your interaction with your fellow students. [6marks]
- c) Explain any **three** ways how human communication is different from animal communication. [6marks]
- d) Mention any **five** factors that influence the formation of speech communities. [5marks]
- e) State any **five** roles Kiswahili language can play among Kenyans. [5marks]

Section B

Question 2

- a) Describe any **four** properties of language that one would consider when talking to their friends. [8marks]
- b) Explain any **three** principles of communication that are likely to govern us whenever we communicate with our classmates. [6marks]
- c) Explain any **three** aspects of vocal delivery that you pay attention to whenever you communicate with your fellow classmates. [6marks]

Question 3

- a) Explain the term 'language policy'. [2marks]
- b) State any **four** challenges facing the development of Kiswahili in Africa. [4marks]
- c) Describe any **four** strategies that children use in the process of learning a language. [8marks]
- d) Explain any **three** appropriate bodily aspects that you ought to employ to communicate effectively. [6marks]

Question 4

- a) Describe the **five** stages that children go through in language acquisition. [10marks]
- b) Outline any **five** characteristics of communication that would influence interaction among friends. [10marks]

Question 5

- a) Explain any **five** factors that would influence one's perception. [10marks]
- b) Describe any **five** ways in which British English differs from American English. [10marks]