



DCM 100 Theories and Principles of Communication

Diploma Program - Online evening

Examination – August 2025

INSTRUCTOR: Ms. Elizabeth Thiga

Section A - COMPULSORY

QUESTION 1

- a. Differentiate between a theory and a model, and give an example of each **(5 marks)**
- b. John an American and Jack a Japanese are business partners. They are having a few disagreements which could affect their partnership. With reference to the face negotiation theory, mention the five conflict styles likely to be used by each to solve their issues and why **(5 marks)**.

SECTION B – ANSWER ANY THREE QUESTIONS

QUESTION 2

You have secured employment as journalist with Sauti Moto Media, and are allowed to choose any country of your choice as your new duty station. Elaborate on the two countries you would choose and two countries you would not choose. Each selection should be supported by one of various theories of the press. **(10 marks)**

QUESTION 3

- a. With examples from the Kenyan media, illustrate the three types of agenda setting **(6 marks)**
- b. Discuss how the media or other communication professionals use framing techniques to promote an agenda **(4 marks)**

QUESTION 4

As a communication expert, you have been invited to discuss the principles behind great communication skills. Outline any five pointers you would include in your presentation. **(10 marks)**

QUESTION 5

- a. The organization you work for as a communications officer wants to introduce a new farming technique to farmers. According to the Diffusion of Innovation Theory there are five categories of adopters you are likely to meet. Discuss any four. **(8 marks)**
- b. According to the Elaborated Likelihood Model of Persuasion, which are the two routes you would use as a communicator to achieve your goal? **(2 marks)**