



PAN AFRICA CHRISTIAN UNIVERSITY

JANUARY 2021 Trimester Exams

DCM 101: LANGUAGE AND 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) In your own words, describe the concept of Language (1 mark)
- b) Explain briefly **five** differences between Language and Communication (5 marks)
- c) Describe the notion of conversation analysis as used in communication studies (2 marks)
- d) Discuss briefly how Language and Communication complement each other (2 marks)

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

2. a) Describe the process of Communication (5marks)
b) Name and explain **two** different types of communication focusing on their effects on the Communication process (5 marks)
3. Explain what inter-ethnic communication is by illustrating in **five** different ways how it takes place in your social circle (10 marks)
4. a) Differentiate between encoding and decoding in the communication process (2 marks)
b) Discuss **three** ways that show the importance of conversation analysis in communication (6 marks)
c) Describe **two** components of the natural sounds theory of the origin of language (2 marks)
5. Explain the **four** general rules of Language that assist in achieving effective verbal communication (10 marks)

