



PAN AFRICA CHRISTIAN UNIVERSITY
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
END OF SEMESTER EXAMINATION FOR DIPLOMA IN
COMMUNICATION
MAY-AUGUST 2019

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES & LINGUISTICS

COURSE CODE: DCM100

COURSE TITLE: THEORIES & PRINCIPLES OF COMMUNICATION

EXAM DATE: THURSDAY 8th AUGUST 2019

DURATION: 2 HOURS

TIME: 2:00PM-4:00PM

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- Write your **STUDENT NUMBER** in the Answer Booklet given
- *Write clearly and legibly.*
- **This Exam Script has TWO (2) Sections.**
- **Section “A” is COMPULSORY.**
- **Answer any TWO questions in section “B”**
- *ALL PAC University’s examination rules and regulations apply*

SECTION A: Answer ALL questions

QUESTION ONE (COMPULSORY)

- a) Briefly explain the meaning of the term Communication. (2marks)
- b) Explain the difference between theories and principles. (10 marks)
- c) State any four elements of a theory. (8marks)
- d) Using an illustration, sketch the process of communication. (10marks)

SECTION B: Answer TWO questions

QUESTION TWO

Discuss the five principles of communication (20marks)

QUESTION THREE

- i) Explain any five formats/genres of communication (10 marks)
- ii) State any five models of communication (10marks)

QUESTION FOUR

- i) State any four theories of communication (8marks)
- ii) Briefly explain how each of the above theories work in communication (12marks)

QUESTION FIVE

Explain your understanding of the following terms in communication:

- i) Artifactual communication (4marks)
- ii) Proxemics and territoriality haptics (4 marks)
- iii) Rhetorical (4marks)
- iv) Cybernetic (4marks)
- v) Social cultural (4marks)