

PAN AFRICA CHRISTIAN UNIVERSITY
SEPTEMBER 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) Illustrate **two** ways through which inter-ethnic communication can be practiced positively in a university setting (4 marks)
- b) Briefly explain any **three** properties of human language and show each applies to the way you communicate (6 marks)

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

- 2. Language is said to have originated from the natural sound source. Describe **two** ways in which this explanation has contributed to the communication process (10 marks)
- 3. a) What is the importance of conversation analysis to communication? (2 marks)
b) Using examples, explain the cooperative principle as described by Grice using the four conversational maxims that people need to abide by in conversations (8 marks)
- 4. Describe the **four** components of communicative competence and show how they aid communication (10 marks)
- 5. Explain the different domains of language that show why language is described as a rule governed behaviour (10 marks)