



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION LANGUAGES AND LINGUISTICS

END OF SEMESTER EXAMINATION

DCM101 Language and Communication

May-Aug 2020

DATE: 21ST August 2020 TIME: 2 HOURS

INSTRUCTIONS:

- 1. ANSWER QUESTION 1 (COMPULSORY) AND ANY OTHER 3**
 - 2. BE ORGANIZED AND NEAT**
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QUESTION ONE - COMPULSORY (10 Marks)

Communication is not just speaking or writing. Explain this statement by responding to the following questions.

- i. Distinguish between Language and communication.(5mks)
- ii. Illustrate any two characteristics of language(5mks)

QUESTION TWO (10 Marks)

Using relevant examples, explain how both language and communication contribute towards effective communication.

QUESTION THREE (10 Marks)

With clear illustrations explain at least **FOUR** key components of the communication process.

QUESTION FOUR (10 Marks)

Using examples from the Kenyan context, explain how languages differ from each other in their sentence structure (syntax), word structure (morphology), sound structure (phonology) and vocabulary (lexicon).

QUESTION FOUR (10 Marks)

With clear examples discuss any **FOUR** techniques of effective communication.

QUESTION FIVE (10 Marks) You have been invited to be a Guest Lecturer for a Language and Communication Class. Using any FIVE relevant examples, explain how you will distinguish the concept of Language from the concept of Communication. (10mks)