



PAN AFRICA CHRISTIAN UNIVERSITY

MAY 2022 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) Describe briefly how language and communication relate to each other (3 marks)
- b) Explain any **three** differences between Language and Communication (3 marks)
- c) Explain briefly the importance of conversation analysis in communication studies (2 marks)
- d) Differentiate between encoding and decoding in the communication process (2 marks)

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

2. Using examples from your own social circle,
 - a) Explain what inter-ethnic communication is (2 marks)
 - b) Illustrate **four** different ways inter-ethnic communication happens in your circle (8 marks)
3. Using relevant examples, explain any **five** properties of language while showing how they contribute to the communication process (10 marks)
4. Communication cannot be relevant without language. Justify the appropriate dynamics of language that people who use sign language can use for effective communication (10 marks)
5. Discuss the **four** general rules for verbal communication, involving the sounds, meaning, arrangement, and use of symbols. (10 marks)