



UNIVERSITY EXAMINATIONS

**FIRST YEAR EXAMINATION FOR THE AWARD OF THE DEGREE OF
BACHELOR OF ARTS IN COMMUNICATION AND MEDIA
FIRST SEMESTER 2022/2023
[SEPTEMBER-DECEMBER, 2022]**

COMM 100: INTRODUCTION TO COMMUNICATION

STREAM: Y1S1

TIME: 2 HOURS

DAY: THURSDAY, 12:00 – 2:00 PM

DATE: 01/12/2022

INSTRUCTIONS

- 1. Do not write anything on this question paper.***
- 2. Answer question ONE and any other TWO questions.***

1. a) Non-verbal communication aids and supports verbal communication.
Discuss. (20marks)
- b) Explain:
 - i) Channel (4marks)
 - ii) Proxemics (3marks)
 - iii) Paralanguage (3marks)
2. Illustrate the key elements in a communication process. (20marks)
3. Models serve as a blue print in the understanding of the concept of communication. Explain. (20marks)
4. Explain three broad types of organizational communication. (20marks)
5. Highlight the importance of communication in society. (20marks)