



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2018/2019 ACADEMIC YEAR

SECOND YEAR/ FIRST SEMESTER

SCHOOL OF ARTS & SOCIAL SCIENCES

**BACHELOR OF SCIENCE IN
COMMUNICATION & PUBLIC
RELATIONS/JOURNALISM**

COURSE CODE: SAS 2105/2103

**COURSE TITLE: PRINCIPLES AND PRACTICES
OF COMMUNICATION**

DATE: DECEMBER, 2018

TIME: 2HRS

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **TWO** questions

Question One: Compulsory

A. 'Interpersonal communication is systemic'. Using relevant examples, explain this statement. (10 Marks)

B. Explain Abraham Maslow's (1968) Hierarchy of Needs Theory in connection to communication. (10 Marks)

C. Niko Enterprises has been producing an in-house magazine for its employees. A survey conducted last year revealed that 80% of the employees did not read the publication. Advise the management of Niko Enterprises on the measures to take in order to make the publication more useful and interesting to the reader. (10 Marks)

(Total 30 Marks)

Question Two

A. Using the telephone demands a variety of communication skills. Explain the importance of five such skills. (10 Marks)

B. Explain the benefits of blogging to business communication. (10 Marks)

Question Three

A. Adopting the appropriate form of communication is crucial for organizations. Assess five indicators of communication problems which are likely to be encountered in organizations and recommend measures that could be employed to minimize the problems. (10 Marks)

B. Explain four different forms of intercultural communication. (10 Marks)

Question Four

A. Explain five general guidelines for writing numbers for non-technical business communication, giving an example of each. (10 Marks)

B. Explain five functions of non-verbal communication in a face to face conversation. (10 Marks)

Question Five

A. Explain three models of interpersonal communication. (10 Marks)

B. Explain the measures that may be put in place to mainstream ethical issues in business communication. (10 Marks)

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