



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER**

**SCHOOL OF ARTS, HUMANITIES SOCIAL SCIENCES
& CREATIVE INDUSTRIES
BACHELOR OF ARTS, LANGUAGE AND
COMMUNICATION (CORPORATE
COMMUNICATION)**

**COURSE CODE: LAC 1104-1
COURSE TITLE: INTRODUCTION TO
COMMUNICATION**

DATE: 6TH DECEMBER, 2022

TIME: 1430-1630

INSTRUCTIONS TO CANDIDATES

- **Question One is Compulsory**
- **Answer Any Other Two**

• *This paper consists of 2 printed pages. Please turn over.*

1. a) Define the term “communication”. (2marks)
- b) With appropriate illustrations, discuss the communication process. (10 marks)
- c) Discuss any FOUR ways to overcome barriers to effective communication. (8marks)
2. With illustrations, discuss the following models of communication: (15 marks)
- i) Classical model
 - ii) Interactive model
 - iii) Transactional model
3. Explain the following forms of communication using relevant illustrations (15 marks)
- i) Interpersonal communication
 - ii) Intrapersonal communication
 - iii) Public communication
 - iv) Nonverbal communication
 - v) Group communication
4. Discuss any THREE directions of communication. (15 marks)
5. Discuss with illustrations any THREE theories of communication. (15 marks)

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