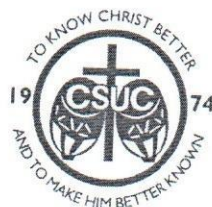


Index number: _____ Signature _____ Date _____



**CHRISTIAN SERVICE UNIVERSITY COLLEGE
KUMASI**

FACULTY OF HUMANITIES

DEPARTMENT OF COMMUNICATION STUDIES

BACHELOR OF ARTS IN COMMUNICATION

End of First Semester Examination, 2021/2022 Academic Year

Level 100

BACS: 105: COMMUNICATION BASICS

January, 2021

[40 marks]

Time: 1hr 15 mins

INSTRUCTION TO CANDIDATES

- Answer TWO questions
- Note: marks will be awarded for clarity of expression (grammar) and logical presentation of facts
- Write your index number clearly at the top of the paper

Index number: _____ Signature _____ Date _____

1. a. Define Communication.
b. State and briefly explain the components of communication.
c. Write short notes on the following fundamental principles of communication

Communication is a process

Communication is a system

Communication involves shared meaning

2. a. What is Perception
b. Outline and explain the three processes of perception
c. Describe three factors that affect perception

3. a. Define Intra Personal communication.

b. State and explain the phases through which interpersonal relationships develop and deteriorates as presented by Knapp and Vangelisti (2000)

4. a. Describe the nature of verbal message
b. Explain the following terms

Emblems

Illustrators

Regulators

Adaptors

- c. Briefly explain how language communicates power.