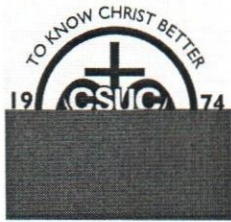


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CHRISTIAN SERVICE UNIVERSITY COLLEGE

KUMASI, GHANA

FACULTY OF HUMANITIES

DEPARTMENT OF COMMUNICATION STUDIES

BACHELOR IN COMMUNICATION

END OF SECOND SEMESTER EXAMINATIONS – 2018/19 ACADEMIC YEAR

LEVEL 100

BACS 105: COMMUNICATION BASICS

May, 2019

70 Marks

Time Allowed: 3 Hours

GENERAL INSTRUCTION TO CANDIDATES:

1. Answer **all questions in Section A** on the question paper. Each question carries 1 mark.
2. Answer two questions in Section B – Question 1 and any other question.
3. Marks will be awarded for clarity of expression of ideas, orderly presentation of answers and grammar.
4. Write your index number on top of the question paper.

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1. When you are a good listener, you are able to
2. Human language is open-ended because.....
.....
3. The difference between Shannon and Weaver's model and that of Harold Lasswell is the of the message in Lasswell's model.
4. When you try to forget about yourself and try to encourage a communication partner to talk, you are shelving your
5. When something interferes with any communication process, that thing is called
6. When Tsatsu responds to a message that is meant for him, the process is calledcommunication.
7. If Caisy reprimanded her daughter in a funny way, she was using the
8. You can only encode a message if you have an
9. An oral channel of communication that enables communicators to pick signals from each other and also obtain instant feedback is known as a
10. In a planned conversation between Milovik and Nnaji, both of them could not understand each other's language because there was a Barrier.
11. What was the meaning of Musa's focused eyes on his lecturer who was teaching Mathematics?
.....
12. It is that enables the sender of a message to know whether or not his/her message reached the receiver and the receiver was able to decode it.
13. If staff of the Kumasi Shopping Mall only use whatsapp to communicate among themselves, then they are engaged in communication.
14. The process which a sender or receiver goes through before encoding any message is known as
15. Oral communication is because it exists only for the time of use and therefore not permanent.
16. It is important to be about your communication partner in order to know his motivations for communicating and to obtain mutual trust and respect from your partner.

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17. The Linear Model is not considered an effective model for interpersonal communication because is missing in its structure.
18. The trotro mate was engaged in acommunication when he snapped his fingers to request the fare from the Asokwa to Santasi -bound passengers.
19. When we decode messages, we are trying to
20. Equity in communication ensures that each communication partner has
.....to communicate his/her information in a chat.
21. The objective for every communication between two entities is to
22. In the words – [**time, distance, idea and cost**], is not one of the factors that determines the choice of a communication channels.
23. The receiver of a message becomes the encoder only when he/she wants to
.....
24. The Communication model that recognizes a dual or two-way process in any dialogue is the
25. Any data that is transmitted from a source through a channel to a destination is a
.....
26. Platform is one of the factors that determines the choice of a.....
27. A is used to predict how communication occurs in real life situation
28. Nello’s message could not reach his friend Sueta because he could not identify a suitable
..... through which he could send the message.
29. It is important to obtain feedback from your audience after a presentation because it enables you to
30. An example of a one-way communication model is the

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SECTION B – Answer question one and any other question of your choice. Each question carries 20 Marks.

1. With the aid of a communication diagram you have seen, explain and justify the idea that communication is cyclical.
2. Explain with illustration, the following four (4) fundamental principles that underpin communication:
 - i) Communication is symbolic and involves interpretation.
 - ii) Communication is a system.
 - iii) Communication is both interactional and transactional
 - iv) Communication can be intentional or unintentional
3. If you have to send a message to your friend for him/her to access and decode accordingly, which four (4) factors would you consider to guide the choice of a suitable channel of communication?
4. Demonstrate your understanding of verbal and non-verbal communication patterns with practical illustrations.
5. Discuss the relevance of one communication model that relates perfectly to interpersonal communication.
6. “Ethics exist in any field of endeavour to promote peaceful co-existence of all humans.” Discuss the statement in light of any four (4) ethics in communication that appeal to you.

Francis Edjah

Examiner's Name: