

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, 2021/22 Academic Year  
**JANUARY ADMISSION****

**LEVEL 200**

**BACS 213: STRATEGIES OF COMMUNICATION**

**March, 2022**

**70 Marks**

**Time Allowed: 2 Hours**

**INSTRUCTION TO CANDIDATES:**

- Answer question one and any other two
- Present **All** Answers in Essay form
- Marks will be awarded for clarity of expression of ideas and grammar
- Write your index number on top of the question paper



**Examiner: Justice Boffah Pokumensah**

**QUESTION 1**

You have been contracted by a non-governmental organization called, PAMMY CONSULT to communicate with a local community in the Upper East Region on the issue: "Environmental Cleanliness: The responsibility of the citizenry". Discuss the key components to be included in your strategy proposal. **[30 marks]**

**QUESTION 2**

Discuss the eight elements of the communication process. **[20 marks]**

**QUESTION 3**

Discuss **ten (10)** characteristics of an effective communication message. **[20 marks]**

**QUESTION 4**

Describe any **five (5)** ways you can analyse your audience for effective communication. **[20 marks]**

**QUESTION 5**

Define all the following terms:

- |                                |                  |
|--------------------------------|------------------|
| 1. Interpersonal communication | <b>[4 marks]</b> |
| 2. Intrapersonal communication | <b>[4 marks]</b> |
| 3. Mass communication          | <b>[4 marks]</b> |
| 4. Group communication         | <b>[4 marks]</b> |
| 5. Crisis communication        | <b>[4 marks]</b> |



**[20 marks]**

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