

FIRST YEAR FIRST SEMESTER EXAMINATION – AUGUST/SEPTEMBER 2014

ESS 101 - 3 Communication Skills

Instructions to candidates:

No. of pages : One (01)
No. of questions : Six (06) Essay
Time allocation : Three (03) Hours
Marks allocated : 100 Marks



Answer **any four (04)** questions.

01. (a) Explain the Lasswell model of communication. (10 Marks)
(b) Describe the disadvantages of Lasswell model of communication. (15 Marks)
02. (a) Describe the different forms of communication used in a work place. (10 Marks)
(b) Explain how the modern technological applications can develop communication process in a work place. (15 Marks)
03. (a) Why communication is irreversible? Describe your answer. (10 Marks)
(b) Explain the principle "You cannot not communicate" with relevant examples. (15 Marks)
04. (a) Explain three (03) different types of relationships that can develop by students in the university life. (10 Marks)
(b) Explain the 'Professional Relationships' with relevant examples from the world of work. (15 Marks)
05. (a) Explain the importance of non-verbal behaviors in interpersonal communication. (10 Marks)
(b) Explain how non-verbal communication is rule guided by giving relevant examples. (15 Marks)
06. (a) Explain how "Labels" shape human perception on people by giving appropriate examples. (10 Marks)
(b) How language and culture reflect each other. Describe your answer. (15 Marks)