



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

FIRST YEAR SECOND SEMESTER EXAMINATION FOR
DIPLOMA IN JOURNALISM AND MASS MEDIA

CITY CAMPUS - REGULAR

ADJM 0101: HUMAN COMMUNICATION

Date: 6th June, 2017

Time: 9.00 – 12.00pm

INSTRUCTIONS:

- Answer Question ONE and any other TWO



1. a) Explain six functions of human communication. (12 Marks)
b) Elaborate on nine forms of non-verbal communication. (18 marks)

2. a) Describe seven elements of the process of human communication. (14 marks)

b) Identify six types of face to face communication. (6 marks)

3. Explain factors that influence choice of media. (20 marks)

4. Explain five differences between verbal and non-verbal communication. (20 Marks)

5. a) Define sense modalities of communication. (4 Marks)

b) Describe three sense modalities used in human communication. (6 marks)

c) Elaborate five stages of listening in human communication. (10 Marks)
