

**MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2016/2017 ACADEMIC YEAR**

**SECOND YEAR FIRST SEMESTER**

**SCHOOL OF ARTS AND SOCIAL SCIENCES**

 **BACHELOR OF SCIENCE IN COMMUNICATION, PUBLIC RELATIONS AND JOURNALISM**

**COURSE CODE: CMM 204**

**COURSE TITLE: AUDIO VISUAL AND NON VERBAL COMMUNICATION**

**DATE: 12TH JULY 2017 TIME: 1100 – 1300HRS**

**INSTRUCTIONS TO CANDIDATES**

Answer Question **ONE** and any other **TWO** questions

*This paper consists of* ***TWO*** *printed pages. Please turn over.*

1. Assess the importance of non-verbal communication **(2 marks)**
2. One of the ways of improving non-verbal communication is interpreting it. Discuss THREE things that an individual should keep in mind **(6 marks)**
3. Discuss the characteristics of non-verbal communication. **(10 marks)**
4. Explain the SIX functions of non-verbal communication. **(12 marks)**
5. Explain the FIVE advantages and disadvantages of presentations **(20 marks)**
6. Diagrams can be categorized into two- abstract and realistic concepts: using examples explain the types in each category. **(20 marks)**
7. Rufus cannot explain what the qualities of good presenters are. Assume that she has approached you, clarify TEN of these characteristics **(20 marks)**
8. It is argued that data slides are not really about the data but the meaning of the data. Expound on FOUR rules to keep in mind so as to present your data in a clear way **(8 marks)**
9. Discuss the FOUR visual elements that are used to make a slide **(12 marks)**
10. How slides are arranged has the most impact on whether a slide’s message is visually clear. Arrangement tells a story. Based on the arrangement decisions a designer or presenter makes. There are specific elements that make a difference, this include: contrast, flow, Hierarchy, unity, proximity and white space.
11. Explain FOUR ways to create contrast **(8 marks)**
12. Unity can be achieved through structure or by using grids. using a diagram, describe FOUR types of grids one can use **(12 marks)**

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