



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2015/2016**

**FIRST YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF  
BACHELOR OF EDUCATION ARTS WITH INFORMATION  
TECHNOLOGY**

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**MAIN CAMPUS**

**AEN 113: PSYCHOLOGY OF COMMUNICATION**

Date: 11<sup>th</sup> January, 2016

Time: 8.30 - 10.30am

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**INSTRUCTIONS:**

- Answer Question ONE and any other TWO questions.
- ALL questions carry marks as indicated after each item.



1. A) What is communication? (10Mks)  
B) Human communication is notable for its specificity and flexibility. Discuss any of its three features that contribute to this. (20mks)
2. Discuss the following paradigms of communication;
  - a. Encoding – Decoding
  - b. Communicative intension (20Mks)
3. Discuss three aspects of interpersonal communication (20 Mks).
4. Explain how the following voice qualities affect communication
  - a) Loudness
  - b) Pitch
  - c) Speaking rate ( 20mks)
5. Discuss factors that influence ethical decision making

(20 marks)?