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University Examinations 2023/2024

THIRD YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BCJ 3352: INTERPERSONAL AND GROUP COMMUNICATION

DATE: APRIL 2024

TIME: 2 HOURS

1. INSTRUCTIONS: *Answer Questions ONE and any other TWO Questions*

QUESTION ONE (30 MARKS)

- a) Explain four differences between group communication and interpersonal communication (4 Marks)
- b) Discuss four characteristics of interpersonal communication. (4 Marks)
- c) 'Perception is a process'. Identify and explain the three stages of the process. (6 Marks)
- d) Citing relevant examples distinguish between nonverbal communication and verbal communication (4 Marks)
- e) Feedback is an essential part of effective organization communication. Discuss three types of feedback. (6 Marks)
- f) Discuss four uses of interpersonal communication. (4 Marks)
- g) Define communication (2 Marks)
- h) Communication is effective only when both the sender and the receiver are focused on the act of communication. Discuss the five Cs of good communication. (10 Marks)

QUESTION TWO (20 MARKS)

- a) Discuss the group life cycle member roles (12 Marks)
- b) Describe ways in which university students use intrapersonal, interpersonal and group communication in campus. (8 Marks)

QUESTION THREE (20 MARKS)

- a) Communication is at the heart of forming our interpersonal relationships. Explain the five stages of interaction that can help us build relationships (10 Marks)
- b) Explain how self-disclosure affects relationships. (2 Marks)
- c) Citing relevant examples explain four elements of interpersonal communication (8 Marks)

QUESTION FOUR (20 MARKS)

- a) Identify and discuss six factors that influence perception in communication. (12 Marks)
- b) Discuss the power of language to express our identities, affect our credibility, control others, and perform actions. (8 Marks)

QUESTION FIVE (20 MARKS)

- a) Listening is key to all effective communication. Discuss ten steps to effective listening. (10 Marks)
- b) Describe two theories of interpersonal relationship (8 Marks)
- c) Perception checking is the process whereby we validate the accuracy of our perceptions. Elaborate different strategies that you can use to check your perceptions. (2 Marks)