



**REFORMED CHURCH UNIVERSITY**

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**FACULTY OF ARTS, THEOLOGY, CULTURE AND  
HERITAGE STUDIES**

**BACHELOR OF ARTS HONOURS DEGREE IN MEDIA &  
DIGITAL STUDIES**

**INTRODUCTION TO COMMUNICATION SKILLS**

**HMDS 105**

**PART 1 SEMESTER 1 EXAMINATION**

**TOTAL MARKS [100]**

Date: April, 2024

Time: 3 Hours

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**INSTRUCTIONS**

1. This paper has *five (5)* questions
2. Answer any *three (3)* questions
3. Each question carries *100 marks*
4. Start each question on a new page

1. Examine the importance of feedback in the communication process.  
(100 marks)
2. With the aid of an organogram, evaluate the effectiveness of any four channels of communication in any organization of your choice. (100 marks)
3. Assess the view that non- verbal communication is more subtle and effective than verbal communication. (100 marks)
4. Write a report to the Chairperson of your department advising him/her on the importance of working in small groups at the University. (100 marks)
5. Discuss the reasons for citing and referencing in academic writing.(100 marks)

**End of paper**