

KIBABII UNIVERSITY COLLEGE

DEPARTMENT OF LANGUAGES, LITERATURE, JOURNALISM & MASS COMMUNICATION

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

1st SEMESTER 2014/2015 ACADEMIC YEAR

COURSE CODE: JMC 100 COURSE OUTLINE FOR: LANGUAGE USE IN COMMUNICATION

EXAM

ANSWER FOUR QUESTIONS. QUESTION ONE IS COMPULSORY.

1. a) In your own understanding, define communication. (5mks)
b) Name five elements of communication. (5mks)
c) List barriers that may hinder communication. (5mks)
d) State and explain word classes citing an example for each. (10mks)
2. Re-write the sentences below using appropriate punctuation marks: (15mks)
 - a) at least 50% of first trimester pregnancy losses are attributed to chromosomal abnormalities chorionic villus sampling results suggest these abnormalities as a likely cause in up to 85% of all miscarriages it is hypothesized that abnormalities in the duplication and deletion of chromosomal regions result in poor embryologic development eventually resulting in pregnancy loss
 - b) as the condition becomes more serious signs of **septic shock** may appear including low blood pressure **hypotension** low body temperature **hypothermia** little or no urine output **oliguria** respiratory distress **dyspnea** and **labored breathing** septic shock may lead to **kidney failure** **bleeding diathesis** and **disseminated intravascular coagulation** DIC intestinal organs may also become infected potentially causing scar tissue with chronic pain intestinal blockage and infertility
3. a) What is English Grammar? (2mks)
b) State five functions of language. (5mks)
c) Define the English Grammar structure. (8mks)
4. a) Giving examples, show the difference between simple and complex sentences. (7mks)
b) Construct sentences following the given patterns. (8mks)
 - i) S-V
 - ii) S-V-O
 - iii) S-V-Adj

iv) S-V-Adv

- 5) a) What is the importance of choosing precise words? (5mks)
- b) State five foreign words or phrases commonly used in English (5mks)
- c) Use the examples in (b) above to construct sentences. (5mks)