



BOWEN UNIVERSITY, IWO
COLLEGE OF COMPUTING AND COMMUNICATION STUDIES
COMMUNICATION ARTS PROGRAMME
FIRST SEMESTER 2022/2023 EXAMINATION

DATE: September, 2023

COURSE TITLE: COMMUNICATION SKILLS

COURSE CODE: CMA 133

TIME ALLOWED: 2 HOURS

INSTRUCTION: Answer question 1 and any other three questions.

1.
 - (a) Give a brief history of Communication as discussed in class. (10 marks)
 - (b) Identify and briefly discuss ANY 5 forms of communication that was taught in class. (5 marks)
 - (c) Using a diagrammatic illustration, identify and define the components of the transmission model of communication. (10 marks)

2.
 - (a) There are several strategies which can be implemented in a bid to overcome different forms of communication barriers here, identify and discuss the five we learnt in class (5 marks)
 - (b) Define the communication process and discuss its key components (10 marks)

3.
 - (a) List out the 10 things we defined that students should be able to do in terms of speaking and listening competencies by the time they graduate from University. (10 marks)
 - (b) Discuss the role of schemata in the interpretation of perceptual information. (5 marks)

4.
 - (a) Discuss how salience influences the selection of perceptual information. (5 marks)
 - (b) Compare and contrast physical, psychological, and semantic barriers (10 marks)

5.
 - (a) Write short notes on the following:
 - (i) Visual and Aural Stimulation
 - (ii) Culture
 - (iii) Personality
 - (iv) Perception
 - (v) Feedback (10 marks)
 - (b) In your own words, give a vivid explanation of communication skills and the importance of it for University undergraduates and Postgraduates (5 marks)

6.
 - (a) Write short notes on the following:
 - (i) Communication Barriers
 - (ii) First and Last Impression
 - (iii) Transactional Model of Communication
 - (iv) Communication Competence
 - (v) Difference Discriminative listening and Action-oriented listening. (10 marks)
 - (b) Identify and briefly explain the Big 5 personality Traits as discussed in class (5 marks)