



**PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCES, AND EDUCATION

DEPARTMENT OF COMMUNICATION AND LANGUAGES

QUALIFICATION : BACHELOR OF COMMUNICATION/ BACHELOR OF ENGLISH AND LINGUISTICS	
QUALIFICATION CODE: 06BACO/06BAEN	LEVEL: 7
COURSE CODE: COM511S	COURSE NAME: INTRODUCTION TO COMMUNICATION
SESSION: MAY/JUNE 2025	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION PAPER	
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INSTRUCTIONS
<ol style="list-style-type: none">1. This is an essay-based examination.2. Answer any FOUR questions of the five.3. Read all the questions carefully before answering them.4. Indicate whether you are a FT, PT, or DE student.5. Please write legibly and answer precisely.

THIS QUESTION PAPER CONSISTS OF 2 PAGES (Including this front page).

Question 1**25 marks**

Communication underwent dramatic changes. Clearly indicate what characterised the following stages in the development of communication?

- (a) Age of electronic mass Media.
- (b) Information/ Knowledge age.

Question 2**25 marks**

Communication satisfies a personal and social need.

- (a) What is a need?
- (b) Discuss the purposes of communication?
- (c) Highlight the two effects of communication.

Question 3**25 marks**

It has already been established that we communicate to satisfy need. With the aid of diagram,

- (a) Identify and explain each of Maslow's five hierarchy of needs.
- (b) Give examples to support your answer.

Question 4**25 marks**

The word communication is used to define many things, this makes it a difficult word.

- (a) The study of communication has two basic views or definitions, mention and explain each view?
- (b) Mention the dimensions of communication.

Question 5**25 marks**

Enumerate and explain the components or elements in the communication process.

End of examination question paper**End of exam**