



**MURANG'A UNIVERSITY COLLEGE (MRUC)**  
(A Constituent College of Jomo Kenyatta University of Agriculture & Technology)

**UNIVERSITY EXAMINATION 2013/2014**  
**END OF SEMESTER EXAMINATION FOR BIT/BHRM**  
**HRD 2101: COMMUNICATION SKILLS**

**DATE: DECEMBER 2013**

**TIME: 2 HOURS**

---

**INSTRUCTIONS**

ANSWER QUESTION *ONE* AND ANY *OTHER TWO*

**QUESTION ONE**

- (a) Using an appropriate diagram, describe the communication process. (12 marks)
- (b) Explain the importance of the long term memory in the listening process. (6 marks)
- (c) Distinguish verbal from non-verbal communication. (4 marks)
- (d) Using relevant illustration explain any two barriers to communication and how to overcome them. (8 marks)

**QUESTION TWO**

As an employee of Mount Kenya University, you have been offered a better job in Murang'a University College. Write an appropriate letter to the Human resource Manager informing him/her of this development. The letter should be through the Head of department and copied to the finance officer and any other relevant office. Attach the letter of your new appointment. (20 marks)

Q3. SQ3R has been described as the most effective reading and comprehension strategy, Discuss. (20 marks)

Q4 (a) You have been appointed chairman of an interview panel. How would you prepare for this important task. (15 marks)

(b) Mention any *FIVE (5)* qualities of a good speaker. (5 marks)

Q5. Write short notes on the following:

- (i) Body language. (5 marks)
- (ii) Recognition span (5 marks)
- (iii) Grapevine communication. (5 marks)
- (iv) Noise (5 marks)