



MURANG'A UNIVERSITY COLLEGE
(A CONSTITUENT COLLEGE OF JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY)
DEPARTMENT OF LIBERAL STUDIES

2015/2016 ACADEMIC YEAR:

END OF SEMESTER ONE EXAMINATIONS

HRD/UCU 2101: COMMUNICATION SKILLS

DEC 2015

CLASSES; BPSM, BCOM, CRIMINOLOGY, MATHS AND COMPUTER,

MATHS AND STATISTICS, BIT, BSE, BBIT, BHRM, ENTREPRENEURSHIP, HOSPITALITY, TOURISM

MAIN EXAM

DATE: 8TH DECEMBER 2015

TIME: 2 HOURS

INSTRUCTIONS

ANSWER QUESTION ONE AND ANY OTHER TWO

QUESTION ONE (COMPULSORY)

- a) Briefly explain any *five* barriers to the communication process. (10marks)
- b) Differentiate the following terms
- i) Dyadic and small group communication (5mks)
 - ii) Long term and short term memory (5mks)
- c) Outline any *five* poor reading habits (5mks)
- d) State *five* categories of non-verbal communication (5mks)

QUESTION TWO

- a) Describe the principles of communication and show their importance in the communication process [20 marks]

QUESTION THREE

- (a) Using clear illustration discuss the following three techniques of reading
- i) Skimming [2marks]
 - ii) Scanning [2 marks]
 - iii) SQ3R [8marks]
 - iv) b) Clearly explain the listening process [8marks]

QUESTION FOUR

Write a letter to the Higher Education Loans Board requesting for scholarship. The letter should go through the principal and copied to the following: The dean, School of Business, chairman of department and the finance officer. Attach copies of academic certificates and fee structure.

(20marks)

QUESTION FIVE

Explain the stages involved in writing an effective essay

(10 marks)

Document two reference materials using the APA format

(10 marks)