



MURANG'A UNIVERSITY COLLEGE

(A CONSTITUENT COLLEGE OF JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY)

DEPARTMENT OF LIBERAL STUDIES

2014/2015 ACADEMIC YEAR:

END OF SEMESTER ONE EXAMINATIONS

HRD 2101: COMMUNICATION SKILLS

CLASSES BCOM YR1 S1

DATE: 18TH AUGUST 2015

TIME: 2 HOURS

MAIN EXAM

INSTRUCTIONS

ANSWER QUESTION ONE AND ANY OTHER TWO

QUESTION ONE (COMPULSORY)

- | | |
|--|-----------------|
| a) Define communication | 3marks |
| b) Briefly explain the importance of communication | 6marks |
| c) Differentiate internal from external communication | 7marks |
| d) Outline and describe the qualities of communication | 14 marks |

QUESTION TWO

- | | |
|---|-----------------|
| a) Explain with examples the importance of listening to our lives | 10 marks |
| b) Describe any five poor reading habits | 10marks |

QUESTION THREE

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|---|----------------|
| a) With specific examples in each case differentiate long term from short term memory | 15marks |
| b) List any five barriers to communication | 5marks |

QUESTION FOUR

With the aid of a diagram, describe the elements that constitute the communication process

20 marks

QUESTION FIVE

Write a letter to the Academic Registrar requesting for an academic leave. The letter should go through the dean of your school and copied to the chairman of department and the finance officer. Attach copies of academic certificates and fee structure.

20marks