



MURANG'A UNIVERSITY COLLEGE

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

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF LIBERAL STUDIES

MAIN EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE (TOWN CAMPUS)

YEAR OF STUDY: ONE

SEMESTER: ONE

ACADEMIC YEAR: 2015/2016

COURSE CODE: HRD 2101

COURSE TITLE: COMMUNICATION SKILLS

DATE : 19TH APRIL 2016

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Define the term communication (2mks)
- b) Explain the following elements of the communication process (10mks)
- i) Sender
 - ii) Message
 - iii) Channel
 - iv) Receiver
 - v) Feedback
- c) Give four advantages of using oral communication (4mks)
- d) Differentiate between intrapersonal and interpersonal communication (4mks)
- e) Give five examples of non verbal communication (5mks)

QUESTION TWO (20 MARKS)

Juhudi Sacco has advertised for the position of a Credit Officer in one of the newspapers.
Write a letter to apply for the position

QUESTION THREE (20 MARKS)

Discuss any five barriers to the communication process

QUESTION FOUR (20 MARKS)

Discuss the characteristics of effective communication

QUESTION FIVE (20 MARKS)

- a.) Outline the differences between a letter and a memo (5mks)

- b.) Imagine you are the training manager in your organization. Write a memo to the managing director informing him of the induction course to be held from 20th to 25th April 2016 (15mks)