



**MURANG'A UNIVERSITY COLLEGE**

**(A Constituent College of Jomo Kenyatta University of Agriculture & Technology)**

END OF SEMESTER EXAMINATION FOR DHM/DIT/CIT/DND/CPSM

TOWN CAMPUS

MAIN EXAM: SBE 1111: COMMUNICATION SKILLS

DATE: DECEMBER 2013

TIME: 2 hours

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**INSTRUCTIONS:-**

**ANSWER QUESTION ONE AND ANY OTHER TWO**

**Question One**

- a. Define the term 'communication'. [3 marks]
- b. Distinguish the library of congress classification (LCC) from delivery decimal classification (DDC) [6 marks]
- c. You have been appointed chairman of the tender evaluation committee. Describe how you would conduct the meeting. [12 marks]
- d. Outline ANY SIX qualities of effective communication. [6 marks]
- e. Give THREE advantages of memos. [3 marks]

**Question Two**

One of the most important technique that has been developed for effective reading and comprehension is SQ3R. Discuss [20 marks]

**Question Three**

- a. Outline and briefly explain FIVE reasons why listening is important in our lives. [10 marks]
- b. Identify and briefly explain FIVE common poor reading habits. [10 marks]

**Question Four**

Describe any five sections of a modern library and their functions. [20 marks]

**Question Five**

Write short notes to demonstrate your understanding of the following terms;

- i. Audio –visual communication [4 marks]
- ii. Empathetic listening [4 marks]
- iii. Skimming [4 marks]
- iv. Non-verbal communication [4 marks]
- v. Questionnaires [4 marks]