



MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF LIBERAL STUDIES

UNIVERSITY ORDINARY EXAMINATION

2017/2018 ACADEMIC YEAR

**FIRST YEAR FIRST SEMESTER EXAMINATION FOR
DIPLOMA IN BUSINESS MANAGEMENT
DIPLOMA IN INFORMATION TECHNOLOGY
DIPLOMA IN HOSPITALITY MANAGEMENT**

UCU 050: COMMUNICATION SKILLS

DURATION: 2 HOURS

DATE: 13TH DECEMBER, 2017

TIME: 2.00 – 4.00 P.M.

Instructions to Candidates:

1. Answer **Question 1** and **Any Other Two** questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

SECTION ONE - COMPULSORY

QUESTION ONE

- a) State three reasons for studying communication skills. (3 Marks)
- b) Describe three elements of communication. (6 Marks)
- c) Explain any three components of a paragraph. (3 Marks)
- d) Distinguish the following terms as used in communication skills.
 - (i) Downward and upward communication
 - (ii) Scanning and skimming
 - (iii) Listening and hearing (12 Marks)
- e) Using relevant examples distinguish the following sentences
 - (i) Interrogative sentences
 - (ii) Declarative sentences (6 marks)

SECTION TWO – ANSWER ANY TWO QUESTIONS

QUESTION TWO

- a) Clearly describe four common poor reading habits (12 Marks)
- b) Discuss the following types of essay.
 - (i) Argumentative
 - (ii) Explanatory (8 marks)

QUESTION THREE

- a) Describe any five types of interviews (10 Marks)
- b) Highlight two advantages and disadvantages of grapevine (10 Marks)

QUESTION FOUR

- a) Discuss any four principles that should guide you when answering essay questions. (12 Marks)
- b) Describe two barriers to effective communication and how to overcome them. (8 marks)