



MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT

UNIVERSITY ORDINARY EXAMINATION

2017/2018 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER EXAMINATION

COMMON UNIT

UCU 100: COMMUNICATION SKILLS

DURATION: 2 HOURS

DATE:

TIME:

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) Distinguish the following terms as used during communication.
- (i) Automatic and selective attention (2 Marks)
 - (ii) Citation and bibliography (2 Marks)
 - (iii) Non-verbal and verbal communication (2 Marks)
 - (iv) Argumentative and explanatory essays (2 Marks)
 - (v) Scanning and skimming skills (2 Marks)
- b) Using relevant examples, distinguish the following sentences.
- (i) Simple sentences
 - (ii) Compound sentences
 - (iii) Complex sentences
- c) Explain 4 reasons why a student should attend communication skills classes. (4 Marks)
- d) Imagine you have been nominated to travel to China as a student exchange programme. Write a letter of inquiry to the Chinese embassy asking for sources of information about Chinese culture. (12 Marks)

SECTION TWO – ANSWER ANY TWO QUESTIONS

QUESTION TWO

- 2(a) Your friend has requested you to review her speech for her graduation. Discuss 6 components that should guide you when reviewing the report. (10 Marks)
- (b) Using relevant examples, illustrate your understanding of the following sentence patterns.
- (i) S+V+O
 - (ii) S+V
 - (iii) S+V+O+O
 - (iv) S+V+O+C

(v) S+V+O+4

QUESTION THREE

- a) Highlight four things that have hindered you from understanding what you are taught during your first semester and explain how you are planning to overcome them in future. (12 Marks)
- b) Describe four non-verbal techniques that you can use to enhance an oral presentation during rally. (8 Marks)

QUESTION FOUR

- a) Jane was reading but she does not perform well in her examinations. As a friend, advise her on how she can improve her reading skills. (10 Marks)
- (10 Marks)
- b) Using Shanon Weave Model of communication, describe five elements of communication. (10 Marks)