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# MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR  
DIPLOMA IN  
INFORMATION COMMUNICATION TECHNOLOGY  
CITY CAMPUS

**CDIT 0104: COMMUNICATION SKILLS I**

**Date:** 26<sup>th</sup> July, 2013

**Time:** 5.30-7.30pm

## INSTRUCTIONS

- Answer question **ONE** and any other **TWO** questions.
- Marks are as allocated after each question.

II. Marks are as allocated after each question.

- 1) a) Communication is the exchange of information. Draw a communication model labeling all the key parts.(10mks)
- b) Mary has always felt sexually intimidated by her supervisor, Mr. Safari. More than once, he has reprimanded her for dressing indecently to work. He said this
- ‘Mary, that skirt is very short, it shows off your beautiful thighs’ he yelled.
- ‘Girls of these days ... is that what you were taught in school? You must go by Allahs dictates of decency’ he added.
- However, Mary was clearly unimpressed. She decided to share this with her manager, Mrs. Kubo.
- i. What channel would you advice Mary to use with her manager? Give 3 reasons for your choice. (8mks)
  - ii. What are two possible causes of communication barrier between Mary and her supervisor? (6mks)
  - iii. Explain any 2 communication principles that Mr. Safari failed to obey? (6mks)

2). a) Describe the stages of the listening process. (10mks)

b) Show three ways in which you could demonstrate listening (10 mks)

3. As a student you need a good reading strategy. Explain the SQ3R. (15mks)

b) What are the 4 key preparations you need to make before embarking on a study?( 5mks)

4. You are a well educated member of your village. The villagers have noted that the education level is drastically going down. They request you to address the village youths during the village education day. Write a speech of not more than 2 pages for this occasion. Clearly write the purpose of this speech .

5. Describe any 4 factors you would consider before delivering a speech.

(20mks)

