

**MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY**

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**University Examinations 2015/2016**

FIRST YEAR SECOND SEMESTER EXAMINATION FOR DIPLOMA IN INFORMATION TECHNOLOGY, DIPLOMA IN BUSINESS ADMINISTRATION AND DIPLOMA IN PURCHASING SUPPLIES AND MANAGEMENT

**UCU 2102: COMMUNICATION SKILLS**

**DATE: AUGUST 2016 TIME: 11/2 HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***two*** *questions*

**QUESTION ONE (30 MARKS)**

1. Explain the four (4) basic communication skills. (8 Marks)
2. Discuss how the following factors relate to communication
3. Time
4. Speed
5. Distance (6 Marks)
6. Discuss the four (4) principles of communication (8 Marks)
7. How does distortion occur in communication? (4 Marks)
8. Identify and explain two types of noise. (4 Marks)

**QUESTION TWO (15 MARKS)**

1. Explain the format of short/brief reports. (3 Marks)
2. Explain six (6) uses of organizational communication. (12 Marks)

**QUESTION THREE (15 MARKS)**

1. How does Shannon and Weaver model of communication differ from the present day’s view of communication? (4 Marks)
2. You are doing a study on “The History of Ameru”. Explain four (4) things you will do once you get inside a library. (6 Marks)
3. Explain five (5) characteristics of good listeners. (5 Marks)

**QUESTION FOUR (15 MARKS)**

1. Discuss the three (3) ‘Aims’ of communicating. (6 Marks)
2. Distinguish between medium and channel giving examples. (4 Marks)
3. Human relationships can be a barrier in communication. Discuss. (5 Marks)

**QUESTION FIVE (15 MARKS)**

1. MUST Sacco has a vacancy for an administrator. Write an application letter to:

The Manager

MUST Sacco

P O Box 972-60200

Meru (10 Marks)

1. Identify five challenges of grapevine in an organization. (5 Marks)