



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

FIRST YEAR FIRST SEMESTER EXAMINATION FOR
THE DEGREE OF BACHELOR OF BUSINESS
ADMINISTRATION WITH INFORMATION
TECHNOLOGY
(CITY CAMPUS - EVENING)

AEN 105: COMMUNICATION SKILLS I

Date: 22nd July, 2013

Time: 5.30 – 7.30 p.m.

INSTRUCTIONS:

- ◆ Answer Question ONE and any other TWO questions.

AEN 105: COMMUNICATION SKILLS I
(KISUMU CITY CAMPUS COLLEGE)

INSTRUCTIONS:

Answer Question ONE and any other two questions:

- Q.1. Explain clearly how you can apply the SQ3R reading model to a practical reading task. (30 marks)
- Q.2. a) Describe any five negative listening habits and suggest ways of overcoming them. (10 marks)
- b) By composing a short paragraph of about 100 words, illustrate how any five discourse markers can be used in an essay. (10 marks)
- Q.3. Explain what effective spoken, written and signed language entails and what their barriers can be. (20 marks)
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- Q.4. a) With illustrations, describe five strategies for enhancing memory during formal studies. (10 marks)
- b) Outline the key components of a list of references using five different author types. (10 marks)
- Q.5. Explain the significance of any three stages of the academic writing process. (20 marks)