



**UNIVERSITY EXAMINATIONS 2013/2014 ACADEMIC YEAR**

**1<sup>ST</sup> YEAR EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS, BED ARTS, BED ECE, BED SPECIAL NEEDS, BED SCIENCE, BSC ENVITAL SCIENCE, BSC COMMUNITY DEVT, BSC ENVTAL PLANNING AND MANAGEMENT, B.COM, BSC NURSING, BSC AGED, BSC. HTM, BSC AGRIC & ENTERPRISE, BSC BIO-CHEM, BSC INDUSTRIAL CHEM, BSC MARINE BIOLOGY**

**COURSE CODE/ TITLE: UCU B100: COMMUNICATION SKILLS**

**END OF SEMESTER I**

**DURATION: 3 HRS**

**DAY/TIME: TUESDAY 8.00AM – 11.00AM**

**DATE: 03/12/2013**

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**INSTRUCTIONS:**

- i) Answer Question ONE and any other TWO
- ii) Material used in one question should not be used in another question

**Question One**

Read the passage attached to this exam and then answer the questions that follow:

- a) Supply a suitable title for the passage **(1mark)**
- b) Identify the author's main idea and give one detail that supports it. **(1mark)**
- c) Using ideas presented in the passage explain three ways in which religious leaders behave like predators in Kenya. **(9marks)**
- d) A student may choose to read aloud. Identify three other bad reading habits and explain how a student can get rid of them. **(9marks)**
- e) State four characteristics of an effective reader. **(4marks)**
- f) Explain the meaning of the underlined words and expressions as used in the passage. **(6marks)**

- i) Camouflaged
- ii) Nature maintains balance
- iii) Civilization
- iv) Megalomaniacs
- v) Unguarded candour and
- vi) Quake in the boots

### **Question Two**

Discuss five factors that may inhibit effective listening and suggest their possible solutions. **(20marks)**

### **Question Three**

Write a report on how Universities can improve courses/degree programs to make their graduates competitive for employment opportunities in the current job market. The report should be presented to the VC for consideration. **(20marks)**

### **Question Four**

The Pwani University has invited you to the 1<sup>st</sup> Year's orientation day and would like you to talk on the broad area of library skills. Discuss the effective use of the library in regards to the following;

- a) Cataloguing
- b) Organization of the library
- c) Library services
- d) Library rules.** **(20marks)**

### **Question Five**

As a member of the Pwani University writers club, you have been charged with the responsibility to investigate the causes of Terrorism and present the topic on World Peace Day.

- a) State and describe the factors to consider when preparing to make a speech. **(5marks)**
- b) Discuss the methods you would use to deliver the presentation. **(5marks)**
- c) Explain how you would analyze the potential audience and why audience analysis is critical for this kind of presentation. **(10marks)**