



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF SCIENCE IN INFORMATION AND
COMMUNICATION TECHNOLOGY MANAGEMENT**

MAIN CAMPUS

AEN 105: COMMUNICATION SKILLS

Date: 7th December, 2016

Time: 3.30 - 6.30 pm

INSTRUCTIONS:

- Answer question ONE and any other TWO complete questions.
- Question one carries 30 marks and the rest 20 marks each.



Question One

- (a) Define communication and explain the communication process using an appropriate diagram. (10 Marks)
- (b) Explain how the organizational structure and technological factors can unpair effective internal and external communication in a business firm. (10 Marks)
- (c) Discuss how the principle of consideration can be demonstrated in a business encounter. (10Marks)

Question Two

- (a) Differentiate between the semiotics school of thought and the process school of thought's definitions of communication. (5 Marks)
- (b) What are the advantages and disadvantages of group communication in a busy business firm? (10 Marks)
- (c) List any five principles of effective communication. (5 Marks)

Question Three

Using various reading skills process the excerpt below and answer the questions that follow it:

A particular problem of contemporary poverty analysis, seeking to rapidly reduce poverty headcounts in an era of globalization driven by a neo-liberal vision, is to see 'the poor' as those who are not effectively integrated into the market economy. This leads to a focus excessively on the role that market forces can play in poverty-reduction. Without a doubt, such approaches can help many poor people but there are two problems with them. First, such a focus will not meet the needs of all the different types of poor people. Second, such an approach encourages a focus on those poor whom the market can 'liberate' from poverty but neglects the needs of those who need different forms of support, policy changes, or broader changes within society that take time. The chronic poor - those who have experienced poverty for long periods, or perhaps, all of their lives - are likely to be neglected in such an era given the multiple factors that constrain their prospects and the likelihood that market-based factors may contribute to their continued deprivation. While earlier ages sought to help the 'deserving poor' the contemporary focus is on the 'easy to assist poor' (a focus that is encouraged by the MDG's). This group desperately needs support, but not at the price of ignoring those whose poverty is more problematic.

1. What is the excerpt's main idea? (2 Marks)
2. Differentiate between the 'chronic poor', 'deserving poor' and easy to help poor (6 Marks)

3. Illustrating from the way you have read the above excerpt, explain the nature of the reading process. (8 Marks)
4. Using various word attack skills give the meanings of the three underlined words. (3 Marks)
5. Identify any three discourse markers used in this excerpt explain their functional values. (6 Marks)

Question Four

Using argumentation style with purposeful claims and appeals to audience, write an essay of approximately 700 words on the following.

"courses unrelated to a student core profession should be removed from their curriculum" (20 Marks)

OR

Discuss, in an essay of approximately 700 words, the phenomenon of husband battering and how it can be stopped. (20 Marks)

Question Five

Advise a friend, in writing, on the do's and don'ts of writing C.Vs Organize your text using the proper organization style writing C.Vs. (20 Marks)

OR

Explain how one can develop and demonstrate credibility and confidence in a business presentation. (10 Marks)

Explain the importance of audience analysis. (10 Marks)