COMMUNICATION SKILLS (JOURNALISM) (COMM 111) 1ST TRIMESTER 2014

**KENYA METHODIST UNIVERSITY**

**END OF 1'***ST '***TRIMESTER 2014 (PT) EXAMINATION**

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| **FACULTY** |   | : | EDUCATION AND SOCIAL SCIENCES |
| **DEPARTMENT** | : | COMMUNICATION AND JOURNALISM |
| **UNIT CODE** |   | : | COMM 111 |
| **UNIT TITLE** | : | COMMUNICATION SKILLS |  |
| **TIME** |   |   | : | 2 HOURS |

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| ***INSTRUCTIONS*** | : | Answer Question ONE and any Other TWO |

**Question One**

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| a) | State and briefly explain any FOUR barriers of effective communication |
|   | within a lecture room scenario. |   |   |   |   | (8marks) |
| b) | Explain any FIVE key issues in communication. |   |   | (10marks) |
| c) | Editing is an important stage in any writing. The following paragraph has errors of grammar, punctuation, omission and word choices as a result of not being edited. Identify and correct all the errors in it. |
|   |   |   |   |   |   |   |   |   |   |   | (8marks) |
|   | A general review of all introduction shows that they follow a similar pattern. The authors announce a problem and justify why it needs to be studied. The type of problem presented in an introduction will vary depending on the approach. In a qualitative project the author will describe a research problems that can better be understood by exploring a phenomena. Qualitative research is exploratory and researchers uses it to explore a topic when the variables and theory is known. |
| d) | Distinguish between the following pairs: |   |   |   | (4marks) |
|   | i) | Intimate space and personal space |
|   | ii) | Written and graphic communication. |

**Question Two**

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| --- | --- |
| a) | Explain how one can achieve the following in an attempt to be an |

effective communicator.

* Clarity
* Conciseness
* Consideration
* Completeness

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| --- | --- | --- | --- | --- | --- | --- | --- |
| * Courtesy.
 |   |   |   |   |   |   | (10marks) |
| b) | Explain how you would read a chapter in an economics course book using the SQ3R reading formula. |   |   |   |   | (10marks) |

 **Question Three**

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| a) | Discuss any FIVE merits of using written communication. | (10marks) |
| b) | Explain the following types of non-verbal communication: |
|   | i) | Objectics |   |   |   |   |   |   |   | (5marks) |
|   | ii) | Paralanguage. |   |   |   |   |   |   | (5marks) |

 **Question Four**

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| a) | Discuss any FIVE qualities of a good speaker/presenter. | (10marks) |
| b) | Explain FIVE things to avoid during an interview. (10marks) |

**Question Five**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| a) | Good listening as a skill has several advantages. Enumerate any FIVE ofthem. |   |   |   |   |   |   |   |   | (5marks) |
| b) | Give the format of a book authored by THREE authors using APA and MLA system. Include the page heading under which each of them would appear. |   |   |   |   |   |   |   |   | (10marks) |
| c) | Distinguish between a behavioral interview and a situational interview. |
|   |   |   |   |   |   |   |   |   |   |   | (5marks) |