COMMUNICATION SKILLS (COMM 111) 2ND TRIMESTER 2014

**KENYA METHODIST UNIVERSITY**

**END OF 2'***ND '***TRIMESTER (EVENING) 2014 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 three questions. Question one is compulsory

**Question One**

|  |  |  |  |  |  |  |  |  |  |  |  |
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| * Symbols, ornaments and approval are some forms of non-verbal communication. Outline any three things that each these communicates. |  |  |  |  |  |  |  |  |  |  | (6mks) |
| * Discuss five merits of horizontal communication within an organization. |  |  |  |  |  |  |  |  |  |  | (4mks) |
| * Explain five instances when oral communication may be the appropriate channel. | | | |  |  |  |  |  |  |  | (10mks) |
| * SQ3R is one technique that is used in reading. Give five benefits of this technique. | | | |  |  |  |  |  |  |  | (5mks) |

* Explain the following terms as used in academic writing

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| * Intentional plagiarism. | | | |  |  |  |  | (1mk) |
| * Ibid |  |  |  |  |  |  |  | (2mks) |
| * Op.cit |  |  |  |  |  |  |  | (2mks) |

**Question Two**

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| * It is important to extract reference information from materials that we read. State what this reference information entails. | | | | | | | | |  |  | (5mks) |
| * Discuss any five merits of ICT in communication within organizations. |  |  |  |  |  |  |  |  |  |  | (10mks) |

* Outline any five advantages of taking notes while reading. (5mks)

**Question Three**

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| * Explain the following aspects of the listening process. | (10mks) |

* Selective attention
* Automatic attention
* Working memory
* Short-term memory
* Long term memory
* State and explain any five barriers in the listening process. (10mks)

**Question Four**

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| * Discuss five tips on how to handle questions from the audience after making an oral presentation. | | | | | |  |  |  |  |  | (10mks) |
| * Discuss five factors to consider when choosing a communication channel. |  |  |  |  |  |  |  |  |  |  | (10mks) |

**Question Five**

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| * Explain five key rules to good writing. |  |  |  | (5mks) |

* Briefly explain the following methods of speech delivery. Give two merits of each.
* Manuscript
* Impromptu
* Extemporaneous
* You have cited a book entitled ’mastering communication by peter smith. It is a fourth edition which was published in 1998 by Pandora in London. Show how you would reference the book using APA format.