COMMUNICATION SKILLS (COMM 111 ) 1ST TRIMESTER 2015

**KENYA METHODIST UNIVERSITY**

**END OF 1'***ST '***TRIMESTER 2015 (PT) EXAMINATION**

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| **FACULTY** |   | : | EDUCATION, ARTS AND SCIENCES |
| **DEPARTMENT** | : | COMMUNICATION AND JOURNALISM |
| **UNIT CODE** |   | : | COMM III |
| **UNIT TITLE** | : | COMMUNICATION SKILLS |
| **TIME** |   |   | : | 2 HOURS |

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**Instructions: Answer question one and any other two**

**Question One**

* Explain the following principles of communication
* The symbolic nature of communication

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| * The purposive nature of communication.
 |   |   | (4mks) |
| * Distinguish interactive communication from transactional communication.
 |   |   |   |   |   |   |   |   |   |   | (4mks) |
| * Explain four factors that an organization would consider when choosing a method of communication to its customers.
 |   |   | (8mks) |
| * In not less than 250 words, write an essay on: How efficient listening skills can be developed and ensure that your essay has an effective introduction, relevance, unity and an effective conclusion.
 |   |   | (10mks) |

* Read the following extract and answer the questions based on it:

Communication is the means by which people influence and persuade others. Most people would be miserable if they were not allowed to communicate with others. Solitary confinement is perhaps the worst form of punishment inflicted on humans. (Adapted from page 9 of James Neuliep text titled "Intercultural communication: A contextual Approach" it was published in 2009 by Thousand oaks in California)

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| * Imagine that you are writing a research paper and you want to quote the first sentence of the above extract. Show how you would do so using the APA style of documentation.
 |   |   |   |   |   | (2mks) |

* Show how you would enter the bibliographic information of that book in the reference list using the APA style of documentation. (2mks)

**Question Two**

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| * Discuss five disadvantages of upward communication.
 |   | (10mks) |

* Write short notes on the following aspects of nonverbal communication.
* Paralanguage
* Physical appearance
* Facial expression
* Environment

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| * Touch
 |   |   |   |   |   |   |   |   | (10mks) |

**Question Three**

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| * One of the stages of the writing process involves grouping the information into a logical sequence. Discuss six methods that can be used to order your material for essay writing in a logical order.
 |   |   |   | (12mks) |
| * Explain four reasons why a University student should skim a text before reading.
 |   |   |   |   |   |   |   |   |   | (8mks) |

**Question Four**

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| * Explain five disadvantages of computerization of operations in organizations.
 |   |   |   |   |   |   |   |   | (10mks) |
| * Discuss five reasons why letters are written in organization.
 | (10mks) |

**Question Five**

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| * Identify and explain five reasons why a person may fail the interview despite having all the necessary academic qualifications.
 |   |   | (10mks) |
| * Explain five techniques that a public speaker may use to manage a rowdy and unruly audience and still deliver the speech.
 |   |   | (10mks) |