



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**FIRST YEAR FIRST SEMESTER EXAMINATION FOR DEGREE
OF BACHELOR SCIENCE IN COMUPITING & INFORMATICS**

CITY CAMPUS - EVENING

AEN 105: COMMUNICATION SKILLS

Date: 2nd December, 2016

Time: 5.30 - 8.30pm

INSTRUCTIONS:

- Answer Question ONE and any other TWO



Question One

- (a) Discuss the parts of a formal letter and the function of each in formal communication. (15 marks)
- (b) Explain the format and function of curriculum vitae in communication. (15 marks)

Question Two

- (a) Explain at least 2 principles of effective communication (4 marks)
- (b) Discuss the human communication networking (group communication) in a firm highlighting its advantages. (8 marks)
- (c) Explain how either the environmental factors or technological factors can be barriers to effective internal communication in a firm. (8 marks)

Question Three

Choose any 5 fallacies in the list below and then explain each with a clear example:

- (a) Sweeping generalization.
- (b) Arguing in a circle
- (c) False analogy
- (d) Argumentum ad hominem
- (e) Red herring
- (f) False dilemma
- (g) Charged words (20 marks)

Question Four

Provide the process of preparing any favourite local food in Kenya. (20 marks)

Question Five

- (a) Using any model you are familiar with explain the communication process using a diagram. (5 marks)
- (b) Discuss external communication in a business firm. Highlight at least three of its functions. (5 marks)
- (c) Explain how the organizational structure can be a barrier in a firm. (10 marks)

Question Six

- (a) Explain how credibility and confidence can be established before and during a business/organizational presentation. (10 marks)
- (b) Explain how and why a presenter should do an audience analysis before a formal presentation. (10 marks)