

CHUKA



UNIVERSITY

COLLEGE

UNIVERSITY EXAMINATIONS

**FIRST YEAR EXAMINATION FOR THE AWARD OF DIPLOMA IN
HOSPITALITY AND ECOTOURISM MANAGEMENT**

**AGED 0111: INTRODUCTION TO LANGUAGE AND COMMUNICATION
SKILLS**

STREAM: DIP (ECOT. & HOSP. MGT) Y1

TIME: 2 HOURS

DAY/DATE: THURSDAY 9/12/2010

11.30 A.M – 1.30 P.M.

INSTRUCTIONS:

- Question ONE is compulsory.
- Answer any other three questions.

Q.1 Compulsory

- (a) Using a model of communication, discuss the theory of human communication. [20 marks]
- (b) Discuss five characteristics of a good speaker. [5 marks]

- Q.2** (a) Discuss the SQ3R reading strategy and explain how it has helped you to improve your reading habit. [10 marks]
- (b) Mention five reasons why we read. [5 marks]

- Q.3** (a) State the process of how you can locate a book from the open shelves related to a tourism topic in the Library. [10 marks]
- (b) Mention five (5) types of references which can help a scholar source important information. [5 marks]

Q.4 (a) Discuss with examples four features of formal academic writing. [8 marks]

(c) Mention how you would develop effective paragraphs in academic writing. [7 marks]

Q.5 Discuss in detail what you would do before, during and after examinations. [15 marks]
