



UNIVERSITY EXAMINATIONS

**FIRST YEAR EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF COMMERCE**

COMS 101: COMMUNICATION SKILLS

STREAM: BCOM Y1S1

TIME: 2 HOURS

DAY/DATE: FRIDAY 20/8/2010

8.30 A.M. – 10.30 AM.

INSTRUCTIONS:

Answer question **ONE** and any other two questions from the rest.

1.
 - (a) Identify the advantages of written communication in an organization set up. [5 marks]
 - (b) State the main levels of listening. [10 marks]
 - (c) Explain the main services offered in different sections of the Library. [10 marks]
 - (d) Distinguish between intentional and unintentional dimensions of communication. [5 marks]
2.
 - (a) Describe the main contributions of Shannon and Weaver in the Communication theory. [10 marks]
 - (b) Provide the main consideration that one should put in place while proof reading a draft. [10 marks]
3. State the main characteristics of Academic Writing. [20 marks]

4. Explain the Schema theory of Reading. [20 marks]

5. Discuss the following components of communication:

(i) Noise [10 marks]

(ii) Interpretation [5 marks]

(iii) Meaning [5 marks]
