COMMUNICATION SKILLS(COMM 111)3RD TRIMESTER 2016 FT

**KENYA METHODIST UNIVERSITY**

**END OF THIRD TRIMESTER 2016 (FT) EXAMINATIONS**

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| **SCHOOL** |   | : | EDUCATION AND SOCIAL SCIENCES |
| **DEPARTMENT** | : | JOURNALISM & COMMUNICATION STUDIES |
| **COURSE CODE** | : | COMM 111 |
| **COURSE TITLE** | : | COMMUNICATION SKILLS |

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| **TIME:2 HOURS** |

**INSTRUCTIONS:***Answer Question one and any other Two questions.*

**Question One**

* Briefly define the following terms in relation to communication
* Précis writing
* Glossary
* Phonetic
* Technical writing

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| --- | --- | --- | --- | --- | --- | --- |
| * Glossary
 |   |   |   |   |   | **(2 marks each)** |
| * Elaborate on the process of communication explaining each of its major elements.
 |   |   |   |   |   | **(10 marks)** |

* Discuss five barriers to effective communication in an organization.

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|  | (5 marks) |
| * What is the impact of globalization on the modern means of communication?
 |   |   |   |   |   |  | (5 marks**)** |

**Question Two**

* Differentiate between the terms hearing and listening (**4 marks)**
* What are the main factors involved in the process of listening?(**10 marks)**

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| * Elaborate on four types of listening.
 | (**6 marks)** |

**Question Three**

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| * Discuss five qualities of a well written piece of writing.
 | (**5 marks** |
| * Write an argumentative essay of not less than 150 words on the effects of the social media on the families.
 |   |   | (**15 marks)** |

**Question Four**

Write brief notes on the following citing examples of each

|  |  |  |  |
| --- | --- | --- | --- |
| * Upward/downward communication
 |   |   | (**6 marks)** |
| * Internal and grapevine communication
 |   |   | (**6 marks)** |
| * Verbal and nonverbal communication
 |   |   | (**8 marks)** |

**Question Five**

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| * Write brief persuasive essays on the following topics
 |   |

* Technology
* Role of women in development
* Corruption in Africa

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| * Divorce
 |   |   |   |   |   |   | **(5 marks each)** |