



# MASENO UNIVERSITY

## UNIVERSITY EXAMINATIONS 2012/2013

FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR  
THE DEGREES OF BACHELOR OF ARTS IN  
SOCIOLOGY & ANTHROPOLOGY WITH INFORMATION  
TECHNOLOGY  
(HOMA BAY CAMPUS)

### **ASO 106: SOCIAL COMMUNICATION SKILLS**

*Date: 28<sup>th</sup> July, 2013*

*Time: 11.00 a.m. – 1.00 p.m.*

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**HOMA BAY TEACHING AND LEARNING CENTRE**  
**ASO 106: SOCIAL COMMUNICATION SKILLS**

**Answer questions ONE and any other TWO questions.**

1. a) Describe the concept and process of social communication.  
[10 marks]  
b) With relevant examples, outline the main barriers to communication.  
[13.3 marks]
  
2. a) "Hearing and listening are not the same." Explain this statement in relation to communication. [8 marks]  
b) Discuss the aspects of feedback according to Carl Rogers. [15.3 marks]
  
3. Discuss the role of non-verbal behaviour in message delivery in interpersonal communication channels. [23.3 marks]
  
4. a) Explain the concept of interaction according to Goffman. [5marks]  
b) Outline the key features of a good presentation. [18.3 marks]
  
5. a) Outline **THREE** differences between academic writing and informal writing. [15 Marks]  
b) Explain the key steps in writing an academic essay. [8.3 marks]