



**JARAMOGI OGINGA ODINGA UNIVERSITY  
OF SCIENCE & TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2012/2013**

**2<sup>ND</sup> YEAR 1<sup>ST</sup> SEMESTER EXAMINATION FOR THE DEGREE  
OF BACHELOR OF BUSINESS ADMINISTRATION  
(MAIN/ KISUMU LEARNING CENTRE)**

**COURSE CODE: AEN 105/EEL 3115**

**COURSE TITLE: COMMUNICATION SKILLS**

**DATE: 16/8/2013**

**TIME: 2.00-4.00PM**

**DURATION: 2 HOURS**

**INSTRUCTIONS**

- 1. This paper consists of 5 Questions.**
- 2. Answer Question 1 (Compulsory) and any other 2 questions.**
- 3. Write your answers on the answer booklet provided.**

**Question One.**

- (a) Explain the essential aspects in the listening process (10 marks)
- (b) Outline the elements that constitute communication (5 marks)
- (c) Explain the criteria for evaluating reading materials in the library (10 marks)
- (d) What is the difference between interpersonal and intrapersonal communication (5 marks)

**Question Two**

- (a) Distinguish between hearing and listening (6 marks)
- (b) Expound on the 7cs of effective communication (14 marks)

**Question Three**

- (a) Explain the meaning of the term ‘footnote’ and discuss any four of its uses (10 marks)
- (b) State and explain any five poor reading habits (10 marks)

**Question Four**

- (a) Define the term plagiarism (2 marks)
- (b) State ways in which one can avoid plagiarism when writing academic papers (8 marks)
- (c) Discuss five strategies of overcoming listening barriers during lectures (10 marks)

**Question Five**

- (a) Explain the term cataloguing (2 marks)
- (b) Discuss the types of catalogues and catalogue formats used in the library (18 marks)