



MURANG'A UNIVERSITY COLLEGE  
(A CONSTITUENT COLLEGE OF JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY)

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF LIBERAL STUDIES

END OF FIRST SEMESTER EXAMINATION FOR THE DIPLOMA IN CIVIL ENGINEERING,  
DIPLOMA IN ELECTRICAL ENGINEERING, DIPLOMA AND CERTIFICATE IN BUSINESS  
MANAGEMENT, DIPLOMA IN INFORMATION TECHNOLOGY, DIPLOMA AND CERTIFICATE  
IN HOSPITALITY MANAGEMENT, DIPLOMA IN FOOD SCIENCE

MAIN EXAMINATION

UNIT CODE: UCU 1101

UNIT TITLE: COMMUNICATION SKILLS

ACADEMIC YEAR 2014/2015

DATE OF EXAM: DECEMBER 2015

DATE: 9<sup>TH</sup> DECEMBER, 2015

TIME: 2 HOURS

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#### INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

#### QUESTION ONE (30mks)

- a.) Highlight the objectives of communication (5mks)
- b.) Give FIVE situations when oral communication can be used (5mks)
- c.) Differentiate between the following terms
  - i.) Verbal and non-verbal communication (4mks)
  - ii.) Hearing and listening (4mks)
- d.) Develop a paragraph from the following topic sentence  
I had many difficulties settling in this college when I first arrived.
- e.) Give reasons why it is important to make reference to other scholars work  
in academic writing (6mks)

QUESTION TWO (20mks)

Compare and contrast written communication with oral communication

QUESTION THREE (20mks)

Wananchi Self Help Group has advertised for the position of a senior manager in one of the newspaper

- a.) Write a letter to apply for the position (10mks)
- b.) Write a C.V to accompany the letter of application (10mks)

QUESTION FOUR (20mks)

- a.) Discuss the reasons why people engage in reading (10mks)
- b.) Effective listening is a life-long skill. Discuss the strategies that one can use to improve listening skills (10mks)

QUESTION FIVE (20mks)

Write short notes to demonstrate your understanding of the following

- i.) Interpersonal communication (5mks)
- ii.) The grapevine (5mks)
- iii.) Downward communication (5mks)
- iv.) Scanning