



MURANGA UNIVERSITY COLLEGE

(A Constituent College of Jomo Kenyatta University of Agriculture and Technology)

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF LIBERAL STUDIES

MAIN CAMPUS MAIN EXAM

UNIT CODE: SBE 1101: UNIT TITLE: COMMUNICATION SKILLS

DATE: APRIL 2014 UNIVERSITY EXAMINATION

BC14; EE14D;IT14D;BM14D;DHM14D;DND14D MAIN EXAM.

DATE: 20TH APRIL 2015

TIME: 2HRS

Instructions: Answer Question 1 and Any Other Two

- 1a) Outline five importance of note taking (5mks)
- b) An organization needs to create awareness on its new product. Highlight five ways in which it can advertise (5mks)
- c) You are a manager in an institution explain why you would use written communication when passing information to your juniors. (10mks)
- d) Clearly distinguish any five types of interviews (10mks)
- 2 Make short notes on the following (20mks)
- i) Attention
- ii) Working memory
- iii) Short – term memory
- iv) Long –term memory

3. Explain any barriers to effective communication and how to overcome them. (20mks)
- 4 a) Discuss the advantages and disadvantages of grapevine communication (10mks)
- b) Discuss any five types of essays (10mks)
5. a) The company you work for as an assistance manager has recently advertised the post of a manager. Write an application letter through your coordinator. (10marks)
- b) Explain parts of a report