



**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**

**UNIT CODE: SBE 1111:      UNIT TITLE: COMMUNICATION SKILLS. DATE:  
AUGUST 2015.      UNIVERSITY EXAMINATION      TIME: 2HRS**

**SUPPLEMENTARY /SPECIAL EXAMS.**

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***Instructions: Answer Question 1 and Any Other Two.***

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1a) As a manager of Murang'a Booksellers, you have noticed that some employees report to work late, and wear very short and tight skirts. Write a memo to all employees reminding them of the code of regulations in the organization. (10marks)

b) Explain how you would prepare for an oral interview if called upon to attend one (10marks)

c) Outline any five common poor reading habit and how to overcome them. (10marks)

2. Summarize the listening process with special emphasis on:

Selective listening

Automatic listening

Short term memory

Long term memory (20mks)

3. Discuss any five barriers of communication and suggest possible ways of overcoming them (20mks)

4. There are several channels an organization uses for communication. Discuss any two channels a company may use. Highlight explaining why a company may choose to adopt each of them. (20mks)

5a) Distinguish clearly any five stages in the communication process(10mks).

b) Explain five parts of minutes of a meeting. (10mks)

### MARKING SCHEME

1. a) memo

- To...
- From...
- Reference no...
- Date
- Subject
- Main body
- Signing off

b) Oral interview

Read carefully on the related subject

Get there earlier to familiarize yourself with the place

Dress appropriately

Rehearse appropriately on the possible questions

c) Poor Reading habits

a) Vocalization (sounding out)

This is reading aloud (the tendency to register the sound of the words as you read), which wastes time and creates a sub-process as follows:

According to Pearson (1981), the reading process involves a) visual perception, b) response to visual stimuli, c) transmission to brain, d) decoding (giving meaning), e) vocalizing, f) response to mental stimuli (understanding or not). As a result, vocalization slows down this reading process. Henry Pearson (1981) observed that reading aloud takes at least twice as long as reading silently and yet it is not any more effective.

b) **Sub-vocalization**

This is where the reader makes a conscious effort not to move his/her lips when reading but his/her internal speech organs, larynx or vocal cords are mechanically working. That is, the tendency to internally acknowledge or pronounce the sound of the words in your head.

c) **Finger reading, pointing at words and head movement**

These habits not only affect the rate of reading but also affect the comprehension, since they prevent the reader from grasping full phrases and clauses, therefore hindering him/her from understanding the ideas expressed fully.

**d) Narrow recognition span and poor rhythmic eye movement**

Recognition span is the number of words a reader can recognize, while eyes are fixed at one point.

Fixations are the stops a reader takes to take in a word or phrase and then move on to the next.

A narrow recognition span wastes time and energy and therefore affects one's rate and comprehension. Efficient readers take in several words per fixation, which should be at least a phrase. Thus, rhythmically, eyes should move systematically from the middle of one phrase to another.

**e) Regression (backtracking while reading)**

This is glancing back and re-reading words, phrases and sentences that have already been read. It is a characteristic of lacking concentration and poor reading. It affects comprehension because it interrupts the reading process (though process). An efficient reader should move forward at all times.

NB: Regression is different from review, which is done after, for clarification.

2.

Attention –selective attention

○ -automatic attention

- Working memory- part of our consciousness that interprets and assigns meaning to stimuli we pay attention to
- Short-term memory – once information is interpreted in the working memory it is either sent to the short /long term memory
- Short term – we want to use information quickly then forgotten
- Long term memory is a permanent storage organized in schema
  - It plays a key role in the listening process because it is instrumental in recalling

3. Barriers to effective communication

- Differences in opinion
- Jumping to conclusion
- Stereotyping
- Lack of interest

- Difficulties with expressions
- Emotions
- Personality
- Lack of knowledge

4. a) Vertical communication include

Upward communication this from junior staff to senior staff

Downward communication. From senior staff to junior staff

4b). sender -----message----- channel-----message -----receiver.....feedback

- 5. Heading
- Preliminaries
- Matters arising from the previous s meetings minutes
- Agenda
- Any other business adjournment
- Signing and dates