



# MERU UNIVERSITY COLLEGE OF SCIENCE & TECHNOLOGY

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## University Examinations 2012/2013

FIRST YEAR, FIRST SEMESTER EXAMINATION FOR CERTIFICATE IN COUNTY GOVERNANCE

### CCG 0101: COMMUNICATION SKILLS

DATE: AUGUST 2012

TIME: 2 HOURS

INSTRUCTIONS: Answer question *one* and any other *two* questions

#### QUESTION ONE – 30 MARKS

- a. Mr Ndago wants to become a governor of Nthaguta County. He wishes to start off his campaign trail but has a problem of high communication anxiety (HCA).
- What is meant by HCA? (2 Marks)
  - Using tips, advise Mr Ndago on how to handle the HCA. (8 Marks)
- b. Identify and briefly explain any two types of speeches. (10 Marks)
- c. Explain how your self esteem (perceptions) in politics has been shaped by people in and around your constituency. (10 Marks)

#### QUESTION TWO – 20 MARKS

Explain how you would prepare your campaign to win votes through effective communication. (20 Marks)

#### QUESTION THREE – 20 MARKS

Identify any three levels of communication and explain any two of the levels with regard to your campaign for an elective post in your county. (20 Marks)

#### QUESTION FOUR – 20 MARKS

Explain why SQ3R is important for a county leader. (20 Marks)

#### QUESTION FIVE – 20 MARKS

A presidential candidate in Kenya has planned to visit your county in two weeks' time and you wish to use SPAM to raise issues for the benefit of your people:

- What is meant by the acronym SPAM? (10 Marks)
- State the issue you would raise by applying SPAM. (10 Marks)