



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2013/2014**

**FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR THE  
DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION  
WITH INFORMATION TECHNOLOGY**

**(CITY CAMPUS – EVENING)**

**AEN 105: COMMUNICATION SKILLS**

Date: 22<sup>nd</sup> July, 2014

Time: 5.30 – 7.30 p.m.

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**INSTRUCTIONS:**

- **Answer Question ONE and any other TWO questions.**



**AEN 105: COMMUNICATION SKILLS I**

**(CITY CAMPUS-EVENING)**

**INSTRUCTIONS:**

**Answer Question ONE and ANY other TWO**

- Q.1. Discuss the five essential components necessary for effective and efficient academic study. (30 marks)
- Q.2. (a) Describe the features of one type of academic essay. (10 marks)  
(b) By composing a paragraph of about 150 words, illustrate how discourse markers can be used to enhance coherence in written text. (10 marks)
- Q.3. Explain the relevance of the five components of the SQ3R reading method to a practical reading task. (20 marks)
- Q.4. (a) Describe four strategies that a lecturer may use to aid the learners to listen effectively during a formal lecture. (10 marks)  
(b) Explain the factors that you would consider in order to plan and deliver an oral speech in a formal or academic context. (10 marks)

- Q.5. (a) Using five different author types, illustrate five basic requirements in a list of references (5 marks)
- (b) Explain five ways by which a student can enhance speed and accuracy during note-taking (5 marks)
- (c) Describe the processes that you would go through to retrieve a book on Basic Accounting in a standard academic library (10 marks)