



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2013/2014

**FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION
WITH INFORMATION TECHNOLOGY
(CITY CAMPUS – DAY/EVENING)**

AEN 105: COMMUNICATION SKILLS I

Date: 28th March, 2014

Time: 5.30 – 7.30 p.m.

INSTRUCTIONS:

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



AEN 105: COMMUNICATION SKILLS I

Instructions

There are FIVE questions in this paper.

Answer question ONE and any other TWO questions.

Q1. COMPULSORY

a) Clearly describe the characteristics of the following library classification systems: i) Library of Congress classification (5 marks)

ii) Dewey Decimal Classification (5 marks)

b) Describe THREE types of library catalogues and show how useful catalogues are in the library (10 marks)

c) Identify FIVE sources of information in the library and explain how useful they are for academic research. (10 marks)

Q2. a) Explain the sub-skills of efficient note-taking and note-making. (10 marks)

b) Suppose you are listening to a lecture on THE ROLE OF HIGHER EDUCATION IN NATIONAL DEVELOPMENT, how would the speaker's discourse markers enable you to predict the logical progression of the lecture? (10 marks)

Q3. i) Define communication (4 marks)

ii) Explain the components of the communication process (10 marks)

iii) Discuss any SIX barriers you are likely to encounter when you are listening to a public lecture. (6 marks)

Q4. i) Distinguish between verbal communication and non-verbal communication.

(4 marks)

ii) Describe THREE types of non-verbal communication. (6 marks)

iii) Discuss the FIVE roles that non-verbal communication can play in the communication process. (10 marks)

Q5. Describe the stages involved in planning/writing a research paper.

(20 marks)