



# **MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY**

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## **University Examinations 2013/2014**

FIRST YEAR, FIRST SEMESTER EXAMINATION FOR DIPLOMA/CERTIFICATE IN  
INFORMATION TECHNOLOGY, CIVIL ENGINEERING, AGRICULTURE, ELECTRICAL  
INSTALLATION

### **DIT 0105: COMMUNICATION SKILLS**

**DATE: APRIL 2014**

**TIME: 1½ HOURS**

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

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#### **QUESTION ONE - (30 MARKS)**

- a) Explain at least five functions of communication indicating their relevance to you as a university student. (10 marks)
- b) Discuss four strategies that an effective reader may apply in order to be actually engaged in the reading process. (8 marks)
- c) Write brief notes on the following terms as used in communication:
  - i. Downward communication (4 marks)
  - ii. Upward communication (4 marks)
  - iii. Grapevine communication (4 marks)

#### **QUESTION TWO – (15 MARKS)**

- a) Identify and explain any four factors that one would consider when delivering a speech. (8 marks)
- b) “Seek first to understand, then to be understood” discuss this statement as applied in communication giving relevant illustrations. (7 marks)

**QUESTION THREE – (15 MARKS)**

- a) Explain four functions of advertising. (8 marks)
- b) Kunati has trouble with reading. Explain to him three ways on how to improve his reading skills. (7 marks)

**QUESTION FOUR – (15 MARKS)**

- a) Explain any four reading technique showing where each can be applied. (8 marks)
- b) Distinguish between public speaking and conversation. (7marks)

**QUESTION FIVE – (15 MARKS)**

- a) The ability to communicate effectively is important in relationships. Explain any five ways that you use to develop good listening skills. (10 marks)
- b) Explain any two activities that a university student should do in an examination room in order to excel in writing the examination. (5 marks)