



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

FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR THE  
DEGREE OF BACHELOR OF ARTS AND BACHELOR  
EDUCATION WITH INFORMATION TECHNOLOGY  
(MAIN CAMPUS)

**AEN 105: COMMUNICATION SKILLS**

*Date: 21<sup>st</sup> November, 2013*

*Time: 2.30 - 4.30 p.m.*

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**AEN 105: Communication skills**

MARINO CAMPUS

1. Read the article below and answer the questions that follow.

## Why men shouldn't write advice columns

Dear John,

I hope you can help me. The other day, I set off for work, leaving my husband in the house watching TV. My car stalled, and then it broke down about a mile down the road, and I had to walk back to get my husband's help. When I got home, I couldn't believe my eyes. He was in our bedroom with the neighbor's daughter!

I am 32, my husband is 34 and the neighbor's daughter is 19. We have been married for 10 years. When I confronted him, he broke down and admitted they had been having an affair for the past six months. He won't go to counseling, and I'm afraid I am a wreck and need advice urgently. Can you please help?

Sincerely, Sheila

Dear Sheila,

A car stalling after being driven a short distance can be caused by a variety of faults with the engine. Start by checking that there is no debris in the fuel line. If it is clear, check the vacuum pipes and hoses on the intake manifold and also check all grounding wires. If none of these approaches solves the problem, it could be that the fuel pump itself is faulty, causing low delivery pressure to the injectors.

I hope this helps,  
John

— Forwarded by Steve Sanderson,  
Gilbert, S.C.

- Identify the possible communication problem in the excerpt above. (6mks)
- How could the identified problem above be solved? (6mks)
- Describe the reading strategy suitable for this excerpt? (6mks).
- What type of listening is suitable for the purpose of the communication above and what are two of its key features? (6mks)
- Describe any two non verbal features and the emotions they depict which could accompany sheila's communication if the channel was changed to face to face? (6mks)

2. On your way to work, you pick a newspaper to check out the currency exchange rates. As you browse through, you realize that there is an interesting commentary on *How the terrorist escaped from the Westgate mall* . You pull it aside for later reading.
  - a) Describe the reading strategy that you used in the two scenarios above. (10mks)
  - b) Explain the reading strategy that you would employ in revising for an exam? (10mks)
3. Explain these three cartegories of academic dishonesty:
  - i. Academic fraud
  - ii. Plagiarism
  - iii. Research misconduct(20mks)
4. Listening is an inconspicuous yet complex process. Describe each stage of this process, and then suggest any 3 ways that demonstrate that indeed effective listening is taking place.( 20mks)
5. a) Discuss how you would make your verbal message be understood? (10mks)
  - c) Compare the manuscript method of speech delivery with the extemporaneous method.( 10mks)