



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

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

**(HOMA BAY CAMPUS)**

**AEN 105: COMMUNICATION SKILLS**

Date: 19<sup>th</sup> July, 2014

Time: 8.00 – 10.00 a.m.

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**INSTRUCTIONS:**

- Answer Question ONE (COMPULSORY) and any other TWO questions.
- Question one carries 30 marks and the rest 20 marks each.



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS AUGUST 2014**  
**FIRST YEAR FIRST SEMESTER EXAMINATION FOR**  
**THE DEGREE OF BACHELOR OF BUSINESS**  
**ADMINISTRATION WITH INFORMATION**  
**TECHNOLOGY**  
**(HOMA-BAY CAMPUS)**

**AEN 105: COMMUNICATION SKILLS**

**INSTRUCTIONS**

Answer question one (compulsory) and any other two questions.

Question one carries 30 marks and the rest 20 marks each.

- 1a) Explain the different types of libraries that can be found in Kenya today and the types of information sources that can be found in these libraries (10 Marks)
- b) Discuss the poor reading habits that one has to overcome in order to read effectively (6 mks)
- c) Giving suitable examples, discuss the cyclic process of communication (8mks)
- d) "Jonathan, a student is often so argumentative", what are the qualities that you would look for to judge whether his argument holds water? (6 mks)

2a) "most people believe that they are good listeners when they are actually not," discuss the fallacies behind this belief. (10 mks)

b) Writing exam essays can be a daunting task .Explain the stages you would follow in writing a good essay (10 mks)

3a) Discuss the barriers to effective communication that one has to strive to overcome (10 mks) )

b) Asking and answering questions during a lecture is an art. Discuss (10 mks)

4a) you are the manager of your company and you have a business meeting in which you are the key speaker. Discuss how you would demonstrate your speaking skills (10Marks)

b) Explain the preparations a student has to make in order to excel in his exams (10mks)

5a) Discuss the various purposes of reading and cite the type of reading you would adopt for each (10mks )

b) Explain the types of and how you can evaluate print information sources found in a library (10 mks)