



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2013/2014

FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION
WITH INFORMATION TECHNOLOGY
(HOMA BAY CAMPUS)

AEN 105: COMMUNICATIONS SKILLS

Date: 30th March, 2014

Time 2.00 – 4.00 p.m.

INSTRUCTIONS:

- Answer Question ONE and any other TWO questions.



MASENO UNIVERSITY
DEPARTMENT OF LINGUISTICS
AEN 105: COMMUNICATION SKILLS I
HOMABAY CAMPUS REGULAR PROGRAM (APRIL 2014)

Q1. Read the following case and answer the questions that follow

A clerk in a healthcare facility is concerned about the well-being of a colleague. He has noticed a fairly small but disquieting changes in the doctor's behavior. He knocks on the hospital manager's door. Impatiently, the manager beckons him to enter, and she barely looks up from her paperwork. The worker begins to talk. The manager gives no feedback and looks impatient. "Yes, but what is it, specifically?" she cuts in. Then, she answers the phone. "It doesn't matter," the worker mutters and backs out of the room.

- (i) Explain any 2 physical barriers to communication in the above case (10 marks)
- (ii) Identify and explain any 2 non-verbal signals from the manager that discouraged communication? (6 marks)
- (iii) Describe three ways of improving the communication above (9 marks)
- (iv) What type of listening should the manager have exercised and why (5 marks)

Q2. Use an illustration for each to show how the following can be used to make a speech memorable and interesting

- (i) Anaphora
- (ii) Startling statistics
- (iii) The rule of three
- (iv) Contrast (20 marks)

Q3. (a) Identify and describe any three poor listening strategies (10 marks)

(b) You have seen a notice advertising a visit by a leading scholar. He is to give an address on the effects of global warming on developing economies. Describe the type of listening you may need to employ in that scenario and why (10 marks)

Q4. Describe four ways of identifying important content to note down in a lecture (20 marks)

Q5 (a) Describe the appropriate reading strategy you would employ in revising for exams (10 marks)

(b) Distinguish skimming from scanning (10 marks)