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**University Examinations 2014/2015**

FIRST YEAR FIRST SEMESTER EXAMINATION FOR DIPLOMA IN BUSINESS ADMINISTRATION

**UCU 2102: COMMUNICATION SKILLS**

 **DATE: APRIL 2015 TIME: 11/2 HOURS**

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

**QUESTION ONE (30 MARKS)**

1. Define communication (2 Marks)
2. What is business communication (2 Marks)
3. Discuss communication as a process (4 Marks)
4. Explain the components of the communication process (7 Marks)
5. Joan, a University student easily losses concentration and cannot study for long. Explain to Joan what she should do to study effectively (15 Marks)

**QUESTION TWO (15 MARKS)**

1. If you observe a group of people talking, you would be able to differentiate poor and good listeners. Explain five (5 ) traits of a poor listener (5 Marks)
2. Discuss how a learner would apply SQ3R method when studying (10 Marks)

**QUESTION THREE (15 MARKS)**

Using appropriate examples, discuss the different forms of audio-visual aids in communication (15 Marks)

**QUESTION FOUR (15 MARKS)**

1. Modern modes of communication differ from traditional modes in three main ways. Discuss (7 Marks)
2. Discuss three (3 ) types of noise in communication (6 Marks)
3. What is distortion and how does it occur in communication (2 Marks)

**QUESTION FIVE (15 MARKS)**

Lucy is the Branch Manager, Wakulima Sacco. The Sacco clients are dairy farmers in Meru County. She is considering using verbal or written communication with the clients. Openly advise her about both forms, by discussing merits and demerits of each

 (15 Marks)