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**University Examinations 2014/2015**

FIRST YEAR FIRST SEMESTER STAGE EXAMINATION FOR CERTIFICATE IN BUSINESS ADMINISTRATION, CERTIFICATE IN AGRICULTURE AND STAGE 2 CERTIFICATE IN INFORMATION TECHNOLOGY

**UCU 1102: COMMUNICATION SKILLS**

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

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

**QUESTION ONE (30 MARKS)**

1. Communication is unavoidable. Discuss (5 Marks)
2. State five advantages of written communication (5 Marks)
3. State and explain two advantages of involving graphs in “personal finance training” workshop (5 Marks)
4. Using suitable illustration, explain the communication cycle (10 Marks)
5. State five forms of distortion in communication (5 Marks)

**QUESTION TWO (15 MARKS)**

1. Explain as a manager, why you would prefer emails as a way of communicating to other modes within your organization (5 Marks)
2. Discuss the differences between traditional modes of communication form the modern modes of communication (10 Marks)

**QUESTION THREE (15 MARKS)**

1. Fastwood Company Limited has advertised a vacancy for the post of a secretary. You feel that you have the right qualifications for the post. Write an appropriate application letter

(8 Marks)

1. State seven Cs of communication (7 Marks)

**QUESTION FOUR (15 MARKS)**

1. State five forms of non-verbal communication (5 Marks)
2. Explain the significance of effective internal communication in an organization

 (5 Marks)

1. State five roles of the sender in the communication process (5 Marks)

**QUESTION FIVE (15 MARKS)**

1. Explain ways through which an audience may indicate that an oral presentation is not interesting (7 Marks)
2. Explain in details how a presenter can overcome the fear of public speaking (8 Marks)