

**W1-2-60-1-6**

## JOMO KENYATTA UNIVERSITY

**OF**

**AGRICULTURE AND TECHNOLOGY**

# University Examinations 2014/2015

**FIRST YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE**

**HRD 2101 : COMMUNICATION SKILLS**

**DATE: AUGUST 2015 TIME: 2 HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE (COMPULSORY) AND**

**ANY OTHER TWO QUESTIONS.**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**QUESTION ONE (30 MARKS)**

(a) Define the term communication. [2 marks]

(b) What are the main elements of communication? [5 marks]

(c) State the main barriers to effective communication. [5 marks]

(d) Explain the demerits of verbal communication. [5 marks]

(e) What are the main forms of non-verbal communication? [5 marks]

(f) Discuss any of the seven Cs used in the communication process.

[6 marks]

(g) Explain the main role of non-verbal communication. [2 marks]

**QUESTION TWO (20 MARKS)**

(a) Describe the main communication patterns in a business organization. [10 marks]

(b) State the main forms of oral communication. [10 marks]

**QUESTION THREE (20 MARKS)**

(a) Explain the main demerits of non-verbal communication. [10 marks]

(b) Explain the main techniques in communication used in a business organization. [10 marks]

**QUESTION FOUR (20 MARKS)**

(a) Discuss the main sources of information. [10 marks]

(b) State the main contribution of communication technology in a business organization. [10 marks]

**QUESTION FIVE (20 MARKS)**

(a) What are the main ethical issues considered in the communication process? [10 marks]

(b) Explain the main objectives of communication process. [10 marks]