

UNIT TITLE: COMMUNICATION SKILLS

UNIT CODE: COMM 111

EXAM

SECTION A- 30 points

1. What do you understand by the term non-verbal communication (body language/ paralanguage)? (5 points)
2. Define communication (5 points)
3. Explain why effective communication skills are important to a professional (10 points).
4. Outline six elements of an effective communication process (10 points).

SECTION B

1. Critically analyze the dimensions of communication as given in the concept of Johari window (20 marks).
2. Reading skills
 - a. Explain the objectives of effective reading? (10 points)
 - b. List and explain at least 5 types of reading (5 points).
 - c. Explain what SQ3R means and why it is effective? (5 points)
3. Writing Skills
 - a. List and describe at least 4 characteristics of effective academic writing (write-ups)? (10 points)
 - b. List and explain the strategies scholars use when writing a formal argument (10 points).
4. Describe and illustrate a model of communication (20 points)