

**COURSE CODE** : **COMM 111**  
**COURSE TITLE** : **COMMUNICATION SKILLS**

**INSTRUCTIONS**

- *Answer Question ONE (compulsory) and any other TWO Questions*

**Question 1**

- a) Effective communication is usually the result of a careful selection of the appropriate medium/channel. Assess this assertion in light of your understanding of communication medium/channel  
(10marks)
- b) A number of different approaches to speaking in public are available. The approach chosen depends on the occasion and purpose of the speech. Explain four different approaches or methods of speaking in public. (8marks)
- c) Identify at least four common types of visual aid used by public speakers.  
(4marks)
- d) Briefly, explain at least four methods of handling and managing questions during a presentation. (8marks)

**Question 2**

- a) What communication skills are needed for effective face-to-face interaction such as the interview or meeting (6marks)
- b) You are due to attend an interview for a job you care about. Explain the positive nonverbal language that you may use to persuade your interviewers that you are the suitable candidate. (10marks)
- c) Give four advantages of closed questions.  
(4marks)

**Question 3**

- a) Natasha Kinya from Kanyanyeyine, Muranga. Box 5031 bought sweets from sweetie

manufacturing companies, 33, Westlands. She was horrified to find that the sweet's had residues, was dirty and had no taste. Imagine you are Natasha, write a complaint letter to the company. Use indented letter layout and open punctuation. (15marks)

- b) Identify five advantages of written communication. (5marks)

#### Question 4

- a) Identify five reasons why one requires effective communication skills throughout their lifetime. (5marks)
- b) You are the secretary of Reta Annual General Limited. The group held its 6<sup>th</sup> March, 2007 at the plenary Hall, K.I.C.C building three members sent their apologies and the minister for co-operative Development House Joe Nyanga had been invited. Several members did not attend the meeting. The issue of expanding the company was extensively discussed. Compile the minutes of the said meeting. (15marks)

#### Question 5

- a) You have been chosen by your local **m. p** to address a public gathering on the importance of C.D.F in your constituency. Using examples identify the possible communication barriers that you are likely to face.  
(10marks)
- b) Discuss the different types of listening. (6marks)
- c) Least down at least four characteristics of a poor listener. (4marks)