



SOUTH EASTERN KENYA UNIVERSITY

UNIVERSITY EXAMINATIONS 2014/2015

FIRST YEAR MAY-AUGUST 2015 SEMESTER EXAMINATIONS FOR THE DEGREE OF EDUCATION (ARTS)

CCS 001: COMMUNICATION AND LEARNING SKILLS

DATE: 3RD AUGUST, 2015

TIME: 8.30-10.30PM

INSTRUCTIONS

Question **one** is compulsory (30 Marks) and any other **two** questions (20 marks each).

Question 1

- a) (i) Differentiate verbal from non-verbal communication. (4 marks)
- (ii) Explain **three** barriers in an upward network form of communication in an organization. (6marks)
- b) (i) Why is communication a personal process? (4 marks)
- (ii) Explain five things you should do when preparing to make an oral presentation. (4 marks)
- c) Using appropriate examples, discuss any three types of reading. (6 marks)
- d) How do the following communication networks contribute to the success of an organization? (6 marks)
- (i) Downward communication
- (ii) Horizontal communication

Question 2

- a) Identify and explain two types of academic topics. (8marks)
- b) i) What is a thesis statement? (2 marks)
- ii) Explain **five** features of a thesis statement. (10 marks)

Question 3

- a) Explain **four** characteristics of a good communicator. (8 marks)
- b) Why is it necessary to narrow down the scope in selecting a topic for academic writing? (4 marks)
- c) The choice of an appropriate communication channel is important for effective communication. In view of this statement, discuss four communication channels. (8 marks)

Question 4

- a) (i) Define the term 'reading'. (2 marks)
- (ii) How do **reader interest** and **schemata** affect reading comprehension. (8 marks)
- b) Discuss the SQ3R strategy of reading. (10 marks)

Question 5

Effective communication is essential to the success of any organization. Justify the truth in this statement by stating and explaining five reasons. (20 marks)

Question 6

Choose a controversial topic, take a position and write an argument, of around 600 words, based on it. (20 Marks)