UNIVERSITY EXAMMINATION 2015/2016

SCHOOL OF SOCIAL SCIENCES

DEPARTMENT OF ENGLISH AND FOREIGN LANGUAGES

ALL BACHELORS

REGULAR

UNIT CODE: BUCU001 UNIT TITLE: COMMUNICATION SKILLS

DATE: AUGUST 2016 MAIN EXAM TIME: 2HRS

INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

1. a) Give any 4 types of communication as categorized by the medium of communication (8marks)

b) ‘Communication is a system of symbols, signs and behavior’. Explain using relevant illustrations (6marks)

c) Explain any three reasons why communication is important to university students (6marks)

d) Give 5 types of libraries (5marks)

e) Describe multimedia communication and give any three advantages (5marks)

1. Describe the factors that you would consider in choosing a book in the library for your reading (20marks)
2. a) Expound on any 4 purposes of reading (8marks)

b) Assess the importance of listening in the life of a university student. (12marks)

1. Using relevant illustrations, explain the criteria of giving an appropriate reference list using APA format (20marks)
2. Explain the following terminologies (20marks)
3. Citation
4. Skimming
5. Empathetic listening
6. Intrapersonal communication
7. Paralanguage