



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

**UNIVERSITY EXAMINATION FOR THE BACHELOR OF BUSINESS
ADMINISTRATION**

1ST YEAR 1ST SEMESTER 2023/2024 ACADEMIC YEAR

MAIN CAMPUS/KISUMU CAMPUS

COURSE CODE: ZEL 3115/ZLB 9110

COURSE TITLE; COMMUNICATION SKILLS

EXAM VENUE: LR 2

DATE: 30/04/2024

EXAM SESSION: 9.00 – 11.00 AM

DURATION 2 HOURS

INSTRUCTIONS

- i. Answer question ONE (COMPULSORY) and any other two questions**
- ii. Candidates are advised not to write on the question paper**
- iii. Candidates must hand in their answer booklet to the invigilator while in the examination**

QUESTION ONE

(a) Define the following forms of communication giving examples.

(i) Oral communication

(ii) Written communication

(iii) Visual communication

(iv) Audio visual communication

(v) Nonverbal communication (15 marks)

(b) Give three advantages and three disadvantages of the first three forms of communication. (10 marks)

c) (b) Outline any five obstacles/barriers that may contribute to communication failure. (5 marks)

QUESTION TWO

i) Discuss the communication process. (12 marks)

ii) Explain the importance of effective communication (8 marks)

QUESTION THREE

a) Libraries are categorized by purposes they serve. List and explain 5 types of libraries. (15 marks)

b) Explain five strategies to observe when taking down notes (5 marks)

QUESTION FOUR

i) Outline the six steps of summary writing (6 marks)

ii) Explain how you would effectively listen to a lecturer (8 marks)

iii) Explain how you will prepare for examination (6 marks)

QUESTION FIVE

i. Briefly discuss three parts of an essay topic (6 marks)

ii. What are the reasons for speakers nervousness (5 marks)

iii. List five ways to reduce speakers nervousness before a speech (5 marks)

iv. What does it take to be a public speaking star (4 marks)