

**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND  
TECHNOLOGY**

**SCHOOL OF BUSINESS STUDIES**

**UNIVERSITY EXAMINATION FOR THE DEGREE IN BUSINESS  
ADMINISTRATION**

**1<sup>ST</sup> YEAR 1<sup>ST</sup> SEMESTER 2016/2017 ACADEMIC YEAR**

**KENDU-BAY LEARNING CENTRE**

COURSE CODE: ZEL3115

COURSE TITLE: COMMUNICATION SKILLS

EXAM VENUE:

STREAM (BBA)

DATE:

EXAM SESSION:

TIME:

**Instructions**

1. Answer question 1(compulsory) and any other 2 questions.
2. Candidates are advised not to write on the question paper
3. Candidates must hand in their answer booklets to the invigilator while in the examination room.

- a) What is communication? (4mks)
- b) What does effective communication imply? (4mks)
- c) With an aid of diagram, explain the communication process. (7mks)
- d) Outline any five factors that determine the type of communication to use. (7mks)
- e) Briefly explain any five barriers to effective communication (5mks)
- f) What are the other words for each of the following terminologies?
- |             |             |
|-------------|-------------|
| i. Sender   | iii. Medium |
| ii. Message | iv. Barrier |
| v. Feedback |             |
- (5mks)
2. a) Define a catalogue (2mks)
- b) Using diagrams differentiate between the two common types of catalogues used in the library. (6mks)
- c) Outline any three external and internal factors to consider when evaluating library sources of information. (6mks)
- d) Explain how you would access a text book for a particular information in an automated library system. (6mks)
3. a) why are notes important to a student? (5mks)
- b) Outline three strategies to observe when taking down notes. (3mks)
- c) What are the qualities of good notes? (6mks)
- d) Outline the six steps of summary writing (6mks)
4. a) Average listening efficiency is only 25%. It is therefore, important to maximize our listening ability. Discuss 3 broad barriers to effective listening (12mks)
- b) Explain how you would effectively listen to a lecture (8mks)
5. a) Explain exhaustively how you would prepare for examinations. (12mks)
- b) Describe what actions the following verbs require in an exam.
- |                 |              |
|-----------------|--------------|
| i. Analyse      | v. Compare   |
| ii. Discuss     | vi. Trace    |
| iii. Illustrate | vii. Justify |
| iv. Criticise   | viii. Review |
- (8mks)