



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY  
SCHOOL OF BUSINESS & ECONOMICS  
UNIVERSITY EXAMINATION FOR DIPLOMA IN BUSINESS ADMINISTRATION  
1<sup>ST</sup> YEAR 1<sup>ST</sup> SEMESTER 2016/2017 ACADEMIC YEAR  
BUSIA LEARNING CENTER**

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**COURSE CODE: EEL 2115**

**COURSE TITLE: COMMUNICATION SKILLS**

**EXAM VENUE:**

**STREAM (DBA)**

**DATE: 22/12/2015**

**EXAM SESSION: 9.00-10.30 A.M.**

**TIME 1 ½ HOURS**

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**Instructions:**

- 1. Answer Question ONE (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**

## 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) Non verbal communication

(15 Marks)

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

(c) Explain the meaning of the following terms Open shelves books

- i. Periodicals
- ii. Short Loan
- iii. General reference
- iv. Paraphrasing

( 5 marks)

## QUESTION TWO

Discuss the communication process.

(20 Marks)

## QUESTION THREE

(a) Success at the university is directly related to one's reading ability. Identify 5 reading habits that students can use  
(10 Marks)

(b) Discuss factors to consider when planning your study schedule  
(10 Marks)

## QUESTION FOUR

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

(b) Briefly discuss 3 parts of an essay topic  
(5 Marks)

## QUESTION FIVE

(a) Reading is a versatile activity that can take place anywhere. You as a student therefore need to develop good reading techniques and habits to be an effective and efficient reader. Explain 4 purposes for reading.  
(10 marks)

(b) Outline any five obstacles/barriers that may contribute to communication failure.  
(10 Marks)