

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

UNIVERSITY OF EXAMINATION 2014/2015

4TH YEAR 2ND SEMESTER EXAMINATION

FOR THE DEGREE OF BUSINESS ADMINISTRATION

BUSIA LEARNING CENTRE

COURSE CODE: AEN 105/33 L 3111

TITLE: COMMUNICATION SKILLS

DATE:

DURATION: 2 HOURS

INSTRUCTIONS

- **This paper contains FIVE (5) questions**
- **Answer question 1 (Compulsory) and any other 2 questions**
- **Write all answers in the booklet provided.**

QUESTION ONE COMPULSORY (30 MARKS)

IT WAS THE BEST OF RHYMES

IT WAS THE WORST OF RHYMES

A recent article by Ngugi wa Thiong'o in tribute to the late South African novelist, Nadine Gordimer also had a Gikuyu – language praise poem, with translation into English. I should like to examine my own 'stages of reception' of this poem, in order to consider the importance of context when reading literature in a language, or from a culture, different from our own.

My first, possibly prejudiced reaction to the poem was unacceptably dismissive. I note on social media that I wished Ngugi had only written the generous prose article; that the poem (I was judging, primarily, the English translation) was 'poor'; that the verse, with its predictable refrain of 'Dear Nadine Your name is Hope and cliches such as 'a pen that flowed ink instead of blood' and ' the pen had power greater than the sword', was not a fitting tribute to a woman he was admirably seeking to praise.

Honestly, I personally retain many of those concerns, and by the standards of the culturally – different poetry I was raised in and the free, often experimental verse that many Kenyans are writing these days, Ngugi's remains a lackluster poem. Gikuyu colleagues who commented on Ngugi's verse also suggested that in the original Gikuyu, the poem, "Nadine witu ritwa riaku ni Mwithoko, was 'Poor'; We were collectively disappointed that a novelist, Ngugi, whom we admire, had ventured into 'our' realm of poetry and written such dire verse.

By Stephen Derwent Partington

The Standard, August, 16, 2014.

Guided by the passage, answer the following questions:

- a) Briefly explain the reason why the heading of this article is in quotation (5 marks)
- b) marks (5 marks)
- c) Clarify the meaning of effective communication (5 marks)

d) Among his many contributions to scholarly work, is the famous High School set book, 'The River Between,' identify and mention, in which general class you would expect to find Ngugi's book, according to the Library of Congress Classification.

(5 marks)

e) Briefly explain the most appropriate academic reading skill you should use in reading this article

(5 marks)

f) The writer of the article has been identified clearly. Use any line of his to demonstrate how you would quote him on a term paper, using the APA style of writing

(5 marks)

g) Suppose The whole article were your lecture notes. Identify and write down a line in which the writer had at least argued for Ngugi wa Thiongo

(5 marks)

(Total, 20 marks)

QUESTION TWO

a.) Imagine that you are on an exchange programme to a South African University for three months. Given a chance, explain to your year-mates, there how to study effectively

(10 marks)

b) "with every phone – call or e-mail today, your communication skills are revealed for everyone to see". Discuss

(10 marks)

(Total, 20 marks)

• a. As a student of JOOUST, explain why taking notes in a lecture or seminar room is important

(10 marks)

• Describe the note-taking strategies one would use in a lecture **(10 marks)**

(Total, 20 marks)

• Interpreting and answering examination questions successfully is an art that can be learned. Not every student has it. Discuss.

(20 marks)

• a. Listening is a key part in any communication. Explain the listening process

(10 marks)

• Describe any five non verbal communication techniques **(10 marks)**

(Total 20 marks)

