



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**SCHOOL OF HEALTH SCIENCES**  
**UNIVERSITY EXAMINATION FOR DEGREE OF BACHELOR OF SCIENCE**  
**COMMUNITY HEALTH AND DEVELOPMENT**  
**1<sup>ST</sup> YEAR 1<sup>ST</sup> SEMESTER 2018/2019 ACADEMIC YEAR**  
**KISUMU CAMPUS**

**COURSE CODE:**

***EEL 3111***

**COURSE TITLE:**

***COMMUNICATION SKILLS***

**EXAM VENUE: Kisumu campus**

**STREAM: (BSc Comm Hlt & Dev)**

**DATE : -----**

**EXAM SESSION: -----**

**TIME: 2.00 HOURS**

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**Instructions:**

- 1. Answer all the questions in Section A and ANY other 2 questions in Section B.**
- 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.**

**SECTION A (COMPULSORY 30mks)**

- 1a) i. Define communication 2mks
- ii. List **five stages** of understanding in a persuasive speech 5mks
- iii. Identify **five principles** of good communication 5mks
- b) i. Identify and briefly explain **three barriers** to effective communication 6mks
- ii. Verbal communication has been split into **two major** categories namely 2mks
- iii). Identify **five features** of lectures that are common to many listening settings at university 5mks
- c) . Identify **any five** strategies used to organize notes and prepare them for preview 5mks

**SECTION TWO (CHOOSE ANY TWO)**

2. Discuss with clear examples methods of audience analysis and explain their importance to public speaking. (20mks)
3. Describe any **five fallacies** commonly found in academic writing and discuss briefly how they can be avoided. (20mks)
4. a). Define a library catalogue and describe its functions (10mks)
- b). Describe **any five** uses of automated library system (10mks)
5. Contrary to intuition, the brunt of the impact of a speaker's presentation is through **non-verbal communication**. Discuss (20mks)
6. a) What are the major differences between informative and persuasive speeches? (4mks)
- b) Define the essential elements to communication through the staged process identifying the tools, parties and functions (16mks)