



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS AND ECONOMICS
UNIVERSITY EXAMINATION FOR DIPLOMA IN BUSINESS ADMINISTRATION
1ST YEAR 1ST SEMESTER 2017/2018 ACADEMIC YEAR
NAIROBI CITY LEARNING CENTRE

COURSE CODE: EEL 2115

COURSE TITLE: COMMUNICATION SKILLS

EXAM VENUE: 12TH FL RM 1

STREAM: (DBA)

DATE: 6TH/ 12/ 2018

EXAM SESSION: 9AM- 11AM

TIME: 1.30 HOURS

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 1

- (a) State and explain the 3 basic forms of communication (6 marks)
- (b) Give the meaning of the following terms as used in communication (8 marks)
 - (i) Skimming
 - (ii) Scanning
 - (iii) Footnotes
 - (iv) Bibliography
- (c) With a well labeled diagram, explain the components of communication (6 marks)
- (d) List the various ways on how to overcome listening barriers as a student (5 marks)
- (e) Explain the 7C's to communication (5 marks)

QUESTION 2

- (a) Sometime messages can retard or be distorted before it reaches the recipient. State and explain the barriers to effective human communication (10 marks)
- (b) The best motto in communication is 'learn to listen and listen to learn'. Discuss the various ways on how to improve communication skills (10 marks)

QUESTION 3

- (a) One method used to focus on key information when studying from books is the **PQRST** method. Explain the meaning of the above acronyms (10 marks)
- (b) Note-taking is a skill which must be learned and refined. But lack of it is a constant deficiency in the study methods of many university students. Describe the best and effective technique of note taking. (10 marks)

QUESTION 4

- (a) Reading is an art form and good readers do certain things that get them the meaning that the process is designed to extract. Enumerate the **SQ3R** methods of effective reading (10 marks)
- (b) The aim of an argumentative writing is to persuade the audience and to convince them to accept the writer's point of view. Describe the characteristics of an argumentative essay. (10 marks)

QUESTION 5

- (a) A good student visits the library often and knows how to access books in the library. List the best criteria of selecting the right book in a library. (10 marks)
- (b) You can learn a lot through listening but unfortunately people do not instinctively listen well. Listening is a skill which must be developed. State and explain the basic stages to listening process (10 marks)