



JARAMOGI OGINGA ODINGA UNIVERISTY OF SCIENCE AND TECHNOLOGY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF
BUSINESS ADMINISTRATION/BACHELOR OF COMMUNITY HEALTH AND
DEVELOPMENT/BACHELOR OF PUBLIC HEALTH**

2023 ACADEMIC YEAR

SEPTEMBER - DECEMBER

COURSE CODE: ZLB 9101/EEL3111

COURSE TITLE: COMMUNICATION SKILLS

EXAM VENUE: KISUMU CAMPUS

STREAM: Y1 S1

DATE:

EXAM SESSION:

TIME: 2 HOURS

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.**

QUESTION ONE (COMPULSORY) 30marks

- a) What are communication skills? Explain its importance as a 'soft skill' in a study and workplace environment. *(10 marks)*
- b) Discuss any **THREE** types of academic essays. *(6 marks)*
- a) Explain the process/steps used during active listening. *(6 marks)*
- b) Describe any **THREE** study strategies you would employ to be successful in your academic pursuits? *(6 marks)*
- c) What is plagiarism? Why is it discouraged in academic studies? *(2 marks)*

QUESTION TWO

- a) Explain **FOUR** features of a good academic presentation. *(8 marks)*
- b) Discuss **FIVE** negative Listening habits and suggest ways of overcoming them. *(6 marks)*
- c) Discuss **THREE** strategies you may use in an academic discussion. *(6 marks)*

QUESTION THREE

- a) Distinguish the following as reading styles:
 - i. Skimming
 - ii. Scanning
 - iii. Filtering *(6 marks)*
- b) Identify **FIVE** types of information sources found in a standard library and outline the nature of their contents. *(10 marks)*
- c) Explain **TWO** strategies of effective Note taking or Note making. *(4 marks)*

QUESTION FOUR

- a) Describe the process/procedure of writing a 'standard' term paper. *(10 marks)*
- b) Citing relevant examples from your field of study explain **THREE** purposes of communication. *(6 marks)*
- c) Describe **FOUR** paralinguistic features you can employ when delivering an effective speech. *(4 marks)*

QUESTION FIVE

Compose a standard academic essay on the following topic:

"Discuss how technology has impacted on communication amongst the youth in Kenya today." *(20 marks)*