



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS & ECONOMICS

UNIVERSITY EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION WITH IT

YEAR ONE SEMESTER ONE

KENDU-BAY LEARNING CENTER

COURSE CODE: ZEL3115

COURSE TITLE: COMMUNICATION SKILLS

EXAM VENUE: KLC

STREAM: (ABA)

DATE:

EXAM SESSION:

TIME: 2 HOURS

Instructions:

1. Questions ONE is compulsory and must be attempted.
2. Answer any other THREE from the four questions.
3. Candidates are advised not to write on the question paper.
4. Candidates must hand in their answer booklets to the invigilator while in the examination room

QUESTION ONE

- a) What is communication? (4mks)
- b) What does effective communication imply? (4mks)
- c) With an aid of diagram, explain the communication process. (7mks)

- d) Outline any five factors that determine the type of communication to use. (7mks)
- e) Briefly explain any five barriers to effective communication (5mks)
- f) What are the other words for each of the following terminologies?
- | | |
|-------------|-------------|
| i. Sender | iii. Medium |
| ii. Message | iv. Barrier |
| v. Feedback | |
- (5mks)

QUESTION TWO

- a) Define a catalogue (2mks)
- b) Using diagrams differentiate between the two common types of catalogues used in the library. (6mks)
- c) Outline any three external and internal factors to consider when evaluating library sources of information. (6mks)
- d) Explain how you would access a text book for a particular information in an automated library system. (6mks)

QUESTION THREE

- a) why are notes important to a student? (5mks)
- b) Outline three strategies to observe when taking down notes. (3mks)
- c) What are the qualities of good notes? (6mks)
- d) Outline the six steps of summary writing (6mks)

QUESTION FOUR

- a) Average listening efficiency is only 25%. It is therefore, important to maximize our listening ability. Discuss 3 broad barriers to effective listening (12mks)
- b) Explain how you would effectively listen to a lecture (8mks)

QUESTION FIVE

a) Explain exhaustively how you would prepare for examinations. (12mks)

b) Describe what actions the following verbs require in an exam.

- | | |
|-----------------|--------------|
| i. Analyse | v. Compare |
| ii. Discuss | vi. Trace |
| iii. Illustrate | vii. Justify |
| iv. Criticise | viii. Review |
- (8mks)