



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

**SCHOOL OF BUSINESS AND ECONOMICS**

**UNIVERSITY EXAMINATION FOR THE DIPLOMA OF BUSINESS  
ADMINISTRATION WITH I.T**

**1<sup>ST</sup> YEAR 1<sup>ST</sup> SEMESTER 2018/2019 ACADEMIC YEAR**

**NAIROBI CITY LEARNING CENTRE**

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**COURSE CODE: AEN 105**

**COURSE TITLE: COMMUNICATION SKILLS**

**EXAM VENUE: 12<sup>TH</sup> FL RM 1**

**STREAM: (BBA)**

**DATE: 5/12/2018**

**EXAM SESSION: 2:00 – 4:00PM**

**TIME: 2.00 HOURS**

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**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.**

## **SECTION A: ANSWER ALL QUESTIONS**

### **Question 1**

- a) With the aid of a diagram explain the elements of communication  
(14 marks)
- b) List the five purpose/objectives of communication  
(8 Marks)
- c) State the characteristics of a good Communicator  
(8 Marks)

## **SECTION B: ANSWER ANY TWO QUESTIONS**

### **Question 2**

- (a) Communication is the conveying of information from one party to the other and should have a feedback. Explain types of communication  
(10 marks)
- (b) Discuss on the 7 C's Principles of communication  
(10 marks)

### **Question 3**

- a) Differentiate between internal and external oral and written communication  
(10 marks)
- b) Explain the advantages of written communication  
(10 marks)

### **Question 4**

- a) With clear examples discuss on the barriers of communication  
(10 marks)
- b) Listening is composed of six distinct elements describe  
(10 marks)

**Question 5**

a) Why is referencing very important in writing of an essay

**(10 marks)**

b) List 5 sources of secondary information

**(5 Marks)**

c) Describe on the steps in planning for a presentation

**(8 marks)**