



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

UNIVERSITY EXAMINATION 2016/2017

**1ST YEAR 2ND SEMESTER EXAMINATION FOR DIPLOMA IN BUSINESS
ADMINISTRATION**

BUSIA LEARNING CENTRE

COURSE CODE: EEL 2111

COURSE TITLE: COMMUNICATION SKILLS

DURATION: 2HOURS

INSTRUCTIONS

- 1. This paper contains 5 questions**
- 2. Answer question 1 (compulsory) and any other 2 questions**
- 3. Write all the answers in the booklet provided**

QUESTION ONE

(a) Define the following forms of communication giving examples.

(i) Oral communication

(ii) Written communication

(iii) Visual communication

(iv) Audio visual communication

(v) Non verbal communication

(15 Marks)

(b) Give three advantages and three disadvantages of the first three forms of communication. (10 marks)

(c) Explain the meaning of the following terms Open shelves books

i. Periodicals

ii. Short Loan

iii. General reference

iv. Paraphrasing

(5 marks)

QUESTION TWO

Discuss the communication process.

(20 Marks)

QUESTION THREE

(a) Success at the university is directly related to one's reading ability. Identify 5 reading habits that students can use (10 Marks)

(b) Discuss factors to consider when planning your study schedule (10 Marks)

QUESTION FOUR

(a) Libraries are categorized by purposes they serve. List and explain 5 types of libraries (15Marks)

(b) Briefly discuss 3 parts of an essay topic

(5 Marks)

QUESTION FIVE

(a) Reading is a versatile activity that can take place anywhere. You as a student therefore need to develop good reading techniques and habits to be an effective and efficient reader. Explain 4 purposes for reading. (10 marks)

(b) Outline any five obstacles/barriers that may contribute to communication failure.

(10 Marks)