



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF HEALTH SCIENCES AND BUSINESS**

**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS
MANAGEMENT AND COMMUNITY HEALTH AND DEVELOPMENT**

1st YEAR 1st SEMESTER 2017/2018 ACADEMIC YEAR

KISII CAMPUS

COURSE CODE: ZEL 3115

COURSE TITLE: COMMUNICATION SKILLS

EXAM VENUE: STREAM: (BSc. BBM

DATE: EXAM SESSION:

TIME: 2.00 HOURS

Instructions:

- 1. Answer all questions in section A and any other 2 questions in Section B.**
- 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 in this section (30 marks)

QUESTION ONE 30 MARKS

a). The elements that comprise the communication are not independent of each other.

Discuss. (10 Marks)

b). Students are hindered from effective reading by poor reading habits. Explain any five such habits and for each provide a remedy. (10marks)

c). Discuss with examples the role of teleconferencing as an emerging issue in communication.

(10 marks)

SECTION B Answer any two Questions (40 Marks)

QUESTION TWO 20 MARKS

a). What criteria would you use in ascertaining the validity of a book in the library? (10marks)

b). Identify the characteristics of an effective public speaker. (10 Marks)

QUESTION THREE 20 MARKS

a). Discuss any five functions of a public library. (10 Marks)

b). Explain any five unethical practices common in the library. (5 Marks)

c). Explain how libraries are classified based on information sources. (5 Marks)

QUESTION FOUR 20 MARKS

a). Reading is categorized according to its functions. Discuss five types of reading.(10 Marks)

b). How would you apply SQ3R formula to effective reading (10 Marks)

QUESTION FIVE 20 MARKS

a) Using examples, explain various types of listening (10 marks)

b) Justify why University students need to study communication skills (10 Marks)