



MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

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UNIVERSITY EXAMINATIONS 2024/2025

SECOND YEAR, FIRST SEMESTER EXAMINATION FOR CERTIFICATE IN BUSINESS
ADMINISTRATION/ CERTIFICATE IN INFORMATION TECHNOLOGY

UCU 1102: COMMUNICATION SKILLS

DATE: DECEMBER 2024

TIME: 1 1/2 HOURS

INSTRUCTIONS: *Answer Question ONE (compulsory) and any other TWO Questions.*

QUESTION ONE - (30 MARKS)

- a) Explain the speech making process. (10 Marks)
- b) List five components of communication process. (5 Marks)
- c) State five sources of information in an organization. (5 Marks)
- d) Explain the modes of communication. (5 Marks)
- e) List two characteristics of a good listener. (2 Marks)

QUESTION TWO - (20 MARKS)

- a) Explain four steps in analyzing a communication strategy. (8 Marks)
- b) List five benefits of effective communication in an organization. (5 Marks)
- c) State four barriers of communication. (4 Marks)
- d) List any three types of audience. (3 Marks)

QUESTION THREE - (20 MARKS)

- a) Explain the challenges and rewards of group work. (10 Marks)
- b) List the 8 Cs of good communication. (8 Marks)
- c) List two roles of ICT in communication today. (2 Marks)

QUESTION FOUR (20 MARKS)

- a) Discuss any five purposes of interviews in an organization. (10 Marks)
- b) List five components of a communication process. (5 Marks)
- c) List five characteristics of a good negotiator. (5 Marks)

QUESTION FIVE – (20 MARKS)

- a) Discuss four examples of written communication. (8 Marks)
- b) Discuss four mediums of communication. (8 Marks)
- c) Explain two types of presentation aids. (4 Marks)