



MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

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University Examinations 2021/2022

FIRST YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE, BACHELOR OF PURCHASING AND SUPPLIES MANAGEMENT, BACHELOR OF BUSINESS ADMINISTRATION, BACHELOR OF SCIENCE IN ECONOMICS, BACHELOR OF SCIENCE IN FINANCE, BACHELOR OF COMMUNITY HEALTH DEVELOPMENT, BACHELOR OF HEALTH SYSTEMS AND DEVELOPMENT, BACHELOR OF SCIENCE IN NURSING, BACHELOR OF SCIENCE IN MEDICAL LAB, BACHELOR OF SCIENCE IN MEDICAL MICROBIOLOGY, BACHELOR OF SCIENCE IN HUMAN DIETETICS AND NUTRITION, BACHELOR OF SCIENCE IN FOOD SCIENCE AND TECHNOLOGY, BACHELOR OF SCIENCE IN FOOD SCIENCE MANAGEMENT, BACHELOR OF SCIENCE IN ANIMAL HEALTH AND PRODUCTION, BACHELOR OF SCIENCE IN AGRICULTURAL EXTENSION AND EDUCATION, BACHELOR OF COMMUNICATION AND JOURNALISM, BACHELOR OF EDUCATION SCIENCE

UCU 3102: COMMUNICATIONS SKILLS

DATE: JANUARY 2022

TIME: 2 HOURS

INSTRUCTIONS: Answer question *one* and any other *two* questions

QUESTION ONE

- a) List Five characteristics of poor listeners (5mks)
- b) Explain Five ways through which visual aids can make a presentation interesting (10mks)
- c) Identify and explain five factors one would consider when selecting a medium of communication (10mks)
- d) State five types of reading (5mks)

QUESTION TWO

- a) As a class you have been required by your lecturer to select one topic and write an essay .What features of academic writing would you observe when writing the essay. (10mks)
- b) Discuss five possible causes of communication breakdown (10mks)

QUESTION THREE

- a) The library is important in the University. Discuss the main collections found in a university library (10mks)
- b) Explain the following terms as used in the communication process
 - a. Barrier (2mks)
 - b. Encoding (2mks)
 - c. Code (2mks)
- c) State four principles of communication (4mks)

QUESTION FOUR

- a) Explain how you would use SQ3R reading formula to extract information from lecture notes and other sources (10mks)
- b) Identify and explain five factors one would consider when choosing a group member(10mks)

QUESTION FIVE

- a) Explain five ways of how non verbal communication can change or improve an audiences understanding of a speakers message (10mks)
- b) Many students experience fear and anxiety when exams are near. What suggestions would you give to these students to help them prepare for exams adequately? (10 mks)