

THE COOPERATIVE UNIVERSITY COLLEGE OF KENYA
FACULTY OF COMMERCE

FIRST YEAR FIRST SEMESTER EXAMINATION SEPT- DEC 2016
DIPLOMA IN CATERING AND HOTEL MANAGEMENT/MICRO FINANCE

CMCU 1101: COMMUNICATION SKILLS

DATE: DECEMBER 2016

TIME: 2 HOURS

**INSTRUCTIONS: ANSWER QUESTION ONE (COMPULSORY) AND
ANY OTHER TWO QUESTIONS.**

QUESTION ONE (30 MARKS)

(a) Define the following terms as used in communication: [10 marks]

- (i) Encoding (2 Marks)
- (ii) Decoding (2 Marks)
- (iii) Referencing(2 Marks)
- (iv) Communication (2 Marks)
- (v) Skimming(2 Marks)

(b) Describe the academic writing process [6 marks]

c) Discuss the main barriers to effective communication 10 Marks

d) Explain the two main referencing styles (4 Marks)

QUESTION TWO (20 MARKS)

a) End of Semester Examinations are set to begin in a month's time and Rosemary who is a first year student does not know how to carry out her revision. Give her suggestions on what she should do [10 marks]

b) Explain any five barriers to effective listening using relevant examples (10 marks)

QUESTION THREE (20 MARKS)

(a) Describe the main elements of the SQ3R study formula [10 marks]

(b) Explain any five elements of the communication process by aid of a diagram [10 marks]

QUESTION FOUR 20 MARKS

a) Explain any six reading formulas (12 Marks)

b) Describe any four types of libraries (8 marks)

QUESTION FIVE 20 MARKS

a) Describe the five main types of essays using relevant examples (10 marks)

b) Distinguish between note making and note taking (2 Marks)

c) Explain the main guidelines for effective note making/ note taking (8 marks)