



The Co-operative University of Kenya

END OF SEMESTER EXAMINATION JUNE -2018

**EXAMINATION FOR THE CERTIFICATION IN CO-OPERATIVE
MANAGEMENT**

UNIT CODE: CCM 1107

UNIT TITLE: COMMUNICATION SKILLS

DATE: 4TH JUNE, 2018

TIME: 9:00 AM – 11:00 AM

INSTRUCTIONS:

- Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

- (a) Define the term ‘communication’ (2 marks)
- (b) Explain any **SIX** elements of the communication process (12 marks)
- (c) Discuss the following communication patters;
- i. Horizontal communication (2 marks)
 - ii. Vertical communication (2 marks)
 - iii. Diagonal communication (2 marks)
- (d) Explain **FIVE** disadvantages of using internet as a means of communication. (10 marks)

QUESTION TWO

- (a) Define the term ‘Oral Communication’ (2 marks)
- (b) Explain any **FIVE** disadvantages of suing oral communication to pass a message. (10 marks)
- (c) Discuss any **FOUR** types of non-verbal communication (8 marks)

QUESTION THREE

- (a) Write an outline of a descriptive essay on any topical issue about The Co-operative University of Kenya that meets the standards of being published in a national newspaper (10 marks)
- (b) Discuss any **FIVE** barriers of the communication process (10 marks)

QUESTION FOUR

- (a) Explain any **FIVE** parts of a well written business report (10 marks)
- (b) Discuss the importance of listening skills to communicator (10 marks)

QUESTION FIVE

- (a) Explain any **FIVE** ways of conducting successful meetings in an organization. (10 marks)
- (b) Discuss **FIVE** qualities of a good interviewer (10 marks)