



The Co-operative University of Kenya

END OF SEMESTER EXAMINATIONS APRIL-2019

**EXAMINATION FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE
BUSINESS/BACHELOR OF COMMERCE
(YR IV SEM II)**

UNIT CODE: BUCU 2101

UNIT TITLE: COMMUNICATION SKILLS

DATE: 22ND APRIL 2019

TIME: 9:00 AM – 11:00 AM

INSTRUCTIONS:

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

QUESTION ONE

- (a) Describe Schramm's model of communication. (6 marks)
- (b) Explain the major functions of communication. (6 Marks)
- (c) Differentiate between listening and hearing in communication skills

QUESTION TWO

- (a) Explain any FIVE (5) effective study formula which may deter human beings from forgetting. (10 marks)
- (b) Discuss any FIVE library learning institutions. (10 Marks)

QUESTION THREE

- (a) (10 Marks)

QUESTION FOUR

- (a) Explain any FIVE appropriate requirements for an effective communication. (10 Marks)

QUESTION FIVE

- (a) Explain why transcoding important in communication skills. (10 Marks)
- (b) Discuss any forms of catalogues used in a library. (10 Marks)