



The Co-operative University of Kenya
SUPPLEMENTARY / SPECIAL EXAMINATION AUGUST- 2019

DIPLOMA EXAMINATION

UNIT CODE: COCU 1101 / COCM 1107 / DUCU 1101

UNIT TITLE: COMMUNICATION SKILLS

DATE: 26th AUGUST, 2019

TIME: 11:30 AM – 1:30 PM

INSTRUCTIONS:

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

QUESTION ONE

- a) Define the following terms as used in communication skills
- i. Reference (2 marks)
 - ii. Feedback (2 marks)
 - iii. Decode (2 marks)
 - iv. Study skills (2 marks)
 - v. Encoding (2 marks)
- b) Differentiate between note taking and note making (4 marks)
- c) Every profession requires communication skills to operate effectively. Explain five reasons why this is so. (10 marks)
- d) Differentiate between skimming and scanning (6 marks)

QUESTION TWO

- a) Explain five ways of overcoming listening barriers (10 marks)
- b) Using examples, explain five types of non-verbal communication (10 marks)

QUESTION THREE

- a) Explain any five reasons why managers prefer sending information via email to staffs while they could easily talk to them via a telephone. (10 marks)
- b) Explain SQ3R method as used in the study skills (10marks)

QUESTION FOUR

- a) Using examples, differentiate between school library and academic library (6 marks)
- b) Using a well labelled diagram, describe the process of communication (10 marks)
- c) Differentiate between listening and hearing (4 marks)

QUESTION FIVE

- a) With a well labelled diagram, compare and contrast any two communication models (10 marks)
- b) Describe the academic writing process with examples (10 marks)