



The Co-operative University of Kenya

END OF SEMESTER EXAMINATION DECEMBER -2018

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

UNIT CODE: BUCU 2101

UNIT TITLE: COMMUNICATION SKILLS

DATE: 17TH DECEMBER, 2018

TIME: 9:00 AM – 11:00 AM

INSTRUCTIONS:

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

QUESTION ONE

I was glad when somebody told me. “You may go and collect Negro folklore. “In a way, it would not be a new experience for me. When I pitched headforemost into the world I landed in the crib of Negroism. It was fitting me like a tight chemise. I couldn’t see it for wearing it. It was only when I was off in college, away from my native surroundings that I could stand off and look at my garment. Then I had to have the spy-glass of anthropology to look through.

I was asked where I wanted to work and I said, “Florida. It’s a place that draws people – Negroes from every Southern state and some from the North and West. “So I knew that it was possible for me to get a cross section of the Negro South in one state. And then I realized that I felt new myself, so it looked sensible for me to choose familiar ground.

I started in Eatonville, Florida, because I knew that the town was full of material and that I could get it without causing any hurt or harm. As early as I could remember, it was the habit of the men particularly to gather on the store porch in the evenings and swap stories. Even the women would stop and break a breath with them at times. As a child when I was sent down to the store, I’d drag out my leaving to hear more.

Folklore is not as easy to collect as it sounds. The ideal source is where there are the fewest outside influences, but these people are reluctant at times to reveal that which the soul lives by. I knew that even I would have some hindrance among strangers. But here in Eatonville I knew everybody was going to help me.

Adapted from Zora Neale Hurston, Mules and Men. @1935 by J.B. Lippincott Company.

- (a) Provide a suitable title for this passage and justify your answer accordingly. (2 Marks)
- (b) In the first paragraph, the author’s claim, “In a way, it would not be a new experience for me.” Refers to the fact that? (2 Marks)
- (c) As it is used in the passage, the highlighted word material most nearly means: (2 Marks)
- (d) In the second paragraph, the author indicates that one reason she chose to work in Florida was that she wanted to collect folklore from? (2 Marks)
- (e) State and explain the level of reading that would be applied by the reader to get a gist of this passage. (4 Marks)
- (f) Under what type of essay would you categorize the passage? Explain your answer. (6 Marks)
- (g) Describe the best reading method recommended for the passage. (6 Marks)

- (h) Assuming you were telling this story to your colleagues in class, state and explain any THREE sender related barriers of communication that may affect your message delivery. (6 Marks)

QUESTION TWO

- (a) As the chief administrator of Umoja Company Ltd, you have been asked by your supervisor to write a report on how customer care services can be improved. Write up this document ensuring that you include all the elements of a written report. (15 Marks)
- (b) Explain the concept of ‘Academic reading’ and demonstrate why it is an important study skill. (5 Marks)

QUESTION THREE

- (a) Using relevant examples demonstrate how you would reference the following (In – Text citation) using the APA style of referencing.
- (i) Book with one author (2 Marks)
 - (ii) Book with two authors (2 marks)
 - (iii) Newspaper article (2 Marks)
 - (iv) Web page (2 Marks)
 - (v) Book with three to five authors. (2 Marks)
- (b) As with any data collection method, face-to-face interviews provide some disadvantages over other data collection methods. Discuss. (10 Marks)

QUESTION FOUR

- (a) List and explain any two types of libraries. (4 Marks)
- (b) Thomas always has challenges in making class presentations. Explain any five strategies he can use to become a better public speaker. (10 Marks)
- (c) Effective listeners don’t just hear what is being said, they think about it and actively process it. Discuss. (6 Marks)