



# The Co-operative University of Kenya

**END OF SEMESTER EXAMINATION AUGUST -2018**

**EXAMINATION FOR THE CERTIFICATE IN CO-OPERATIVE MANAGEMENT  
(YR I SEM I)**

**UNIT CODE: CCM 1107**

**UNIT TITLE: COMMUNICATION SKILLS**

**DATE: 23<sup>RD</sup> AUGUST, 2018**

**TIME: 9:00 AM – 11:00 AM**

## **INSTRUCTIONS:**

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

## **QUESTION ONE**

- (a) Define the following terms
- (i) Feedback (2 marks)
  - (ii) Message (2 marks)
  - (iii) Channel (2 marks)
  - (iv) Encoding (2 marks)
  - (v) Noise (2 marks)
- (b) Explain **THREE** types of communication. (6 Marks)
- (c) Explain **FOUR** types of library. (8 Marks)
- (d) List **SIX** importance of communication to your study. (6 Marks)

## **QUESTION TWO**

- (a) Using examples, explain the following terms in study skills;
- (i) Skimming (5 Marks)
  - (ii) Scanning (5 Marks)
  - (iii) SQ3R (5 Marks)
- (b) Using examples, explain **THREE** sources of information. (5 Marks)

## **QUESTION THREE**

- (a) Define the term public speaking. (2 Marks)
- (b) Give **SIX** ways of overcoming fear during public speaking. (12 Marks)
- (c) Outline **SIX** tips of a good listener. (6 Marks)

## **QUESTION FOUR**

- (a) List **FIVE** situations of listening skills you can applying in daily activities. (10 Marks)
- (b) With a diagram, Compare and contrast any **TWO** communication models. (10 Marks)

## **QUESTION FIVE**

- (a) Explain any **FIVE** qualities of a good chairperson in a meeting. (10 Marks)
- (b) Discuss any **FIVE** ways of preparing for an interview. (10 Marks)