



# The Co-operative University of Kenya

**END OF SEMESTER EXAMINATION – DECEMBER 2016**

**EXAMINATION FOR THE DIPLOMA IN CO-OPERATIVE MANAGEMENT/  
HUMAN RESOURCE/PURCHASING & SUPPLIES/MARKETING/PUBLIC  
RELATIONS/PROJECT MANAGEMENT/BUSINESS  
ADMINISTRATION/COMMUNITY DEVELOPMENT/ENTREPRENEURSHIP**

**UNIT CODE: CMCU 1101/COCM 1107/COCU1101/COCD1103**

**UNIT TITLE: COMMUNICATION SKILLS / EFFECTIVE COMMUNICATION  
SKILLS**

**DATE: 8<sup>TH</sup> DECEMBER, 2016**

**TIME: 10:40 AM – 12:40 PM**

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## **INSTRUCTIONS:**

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

### **QUESTION ONE**

- a) Explain communication process. (10 Marks)
- b) Explain the components of a good paragraph (10 Marks)

### **QUESTION TWO**

- a) Highlight the qualities of an effective communication. (10 Marks)
- b) Explain five barriers to communication. (10 Marks)

### **QUESTION THREE**

- a) Explain the following forms of essays
  - i) Persuasive essays (7 Marks)
  - ii) Exploratory essays (7 Marks)
- b) Use the following connectors to make correct sentences
  - i) Connectors of sequence (2 Marks)
  - ii) Connectors of contrast (2 Marks)
  - iii) Connectors of addition (2 Marks)

### **QUESTION FOUR**

- a) Explain how you can gauge the worth of a book in the library. (10 Marks)
- b) Explain how you can use non-verbal communication during an interview. (10 Marks)

### **QUESTION FIVE**

- a) Define the following terms as they apply in communication (8 Marks)
  - i) Noise
  - ii) Feedback
  - iii) Visual communication
  - iv) context
- b) Justify communication in the work place (12 Marks)