



The Co-operative University of Kenya

END OF SEMESTER EXAMINATION – DECEMBER 2016

EXAMINATION FOR THE BACHELOR OF CO-OPERATIVE BUSINESS/ COMMERCE/ SCIENCE IN FINANCE / CO-OPERATIVE & COMMUNITY DEVELOPMENT

UNIT CODE: HRD 2101/ CMCU 2101 / CMBA 2101 / CMBA 1105 / CMCU 1101

UNIT TITLE: COMMUNICATION SKILLS

DATE: 8TH DECEMBER, 2016

TIME: 10:40 AM – 12:40 PM

INSTRUCTIONS:

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

QUESTION ONE

- Explain the descriptive form of writing (6marks)
- Using a diagram explain communication process (6marks)
- You have been called upon to give a speech to your former secondary school form one students on reading skills. Explain to them the study reading skills. (6marks)
- Explain the importance of referencing in writing an academic piece of writing. (6marks)
- Discuss six barriers that can hinder communication in a public gathering. (6marks)

QUESTION TWO

“It is not every attempt that people make to communicate that ends up being effective”. In the light of the above statement discuss the qualities of effective communication.

(20 marks)

QUESTION THREE

- Explain the role played by information technology in business communication (10marks)
- You have been invited for Jamhuri celebrations in your county headquarters to give a speech on the role of education in the development of your county. Explain how you would control stage fright. (10marks)

QUESTION FOUR

- Analyze the linear process model of communication. (10marks)
- Account for the study of communication. (10 marks)

QUESTION FIVE

“Oral communication is considered one of the most effective forms of communication in the work place however it has obvious shortcomings”. Discuss. (20marks)