



The Co-operative University of Kenya

END OF SEMESTER EXAMINATION – DECEMBER 2016

EXAMINATION FOR THE BACHELOR OF COMMERCE

UNIT CODE:

UNIT TITLE: COMMUNICATION SKILLS

DATE: DECEMBER, 2016

TIME: 9:00 AM – 11:00 AM

INSTRUCTIONS:

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

QUESTION ONE

- (a) Define the term communication (2 Marks)
- (b) Explain by aid of a diagram the communication process (10 Marks)
- (c) Discuss the **THREE** major classifications of barriers to communication (6 Marks)
- (d) Explain any **SIX** types of non-verbal communication (12 Marks)

QUESTION TWO

- (a) You have been invited in a national conference to give a talk on ‘Guidance of effective listening’ Discuss the major areas you would include in your talk (10 Marks)
- (b) Distinguish between skimming and scanning (4 Marks)
- (c) Explain any **THREE** (3) listening situations (6 Marks)

QUESTION THREE

- (a) Explain any **FIVE** (5) strategies for improving discussion skills for tutorials and seminars (10 Marks)
- (b) Discuss any **FIVE** guidelines of becoming a better public speaker (10 Marks)

QUESTION FOUR

- (a) Explain the **THREE** main elements of written communication (6 Marks)
- (b) Discuss any **Seven** types of visual communication (14 Marks)

QUESTION FIVE

- (a) Discuss the concept ‘public communication’ (2 marks)
- (b) Discuss the importance of public relations in an organization (8 Marks)
- (c) Explain any **FIVE** demerits of oral communication (10 Marks)