



The Co-operative University College of Kenya
(A Constituent College of Jomo Kenyatta University of Agriculture & Technology)

END OF SEMESTER EXAMINATION APRIL - 2015

EXAMINATION FOR THE DIPLOMA IN CO-OPERATIVE MANAGEMENT
(DCM JAN 2015)

UNIT CODE: COCM 1107

UNIT TITLE: COMMUNICATION SKILLS

DATE: 30TH MARCH 2015

TIME: 9:00 AM – 11:00 AM

INSTRUCTIONS:

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

QUESTION ONE

- Explain any five essentials of effective communication (10 Marks)
- Describe five classes into which barriers to communication can be classified giving one example of each type (10 Marks)
- Explain the process of communication(illustrate the process by means of a diagram (10 Marks)

QUESTION TWO

- Explain by means of an illustrative diagram the various media of communication (10 Marks)
- Explain any five factors to consider when selecting media of communication (10 Marks)

QUESTION THREE

- Explain any five functions of a Public Relations Officer in an organization (10 Marks)
- Explain any five requirements for a valid meeting (10 Marks)

QUESTION FOUR

It has come to your attention as the Head of Department that a number of staff in your department waste time reading daily newspapers, magazines and novels during office hours. Write an internal memorandum to your staff asking them to desist from the habit (20 Marks)

QUESTION FIVE

- Explain any six elements of a good presentation (12 Marks)
- Explain any four Principles that may act as guides in writing a good report (8 Marks)