

**MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**P.O. Box 972-60200 – Meru-Kenya**

**Tel: 020-2069349, 061-2309217. 064-30320 Cell phone: +254 712524293, +254 789151411**

**Fax: 064-30321**

**Website:** [**www.must.ac.ke**](http://www.must.ac.ke) **Email:** [**info@must.ac.ke**](mailto:info@must.ac.ke)

**University Examinations 2015/2016**

SECOND YEAR FIRST SEMESTER EXAMINATION

FOR THE DEGREE OF

BACHELOR OF COMMERCE

**UCU 3102: COMMUNICATION SKILLS**

**DATE: AUGUST 2016 TIME: 2 HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***three***questions.

**QUESTION ONE (30 MARKS)**

1. Explain the following terms as used in the communication process
2. Feedback (2 marks)
3. Encoding (2 marks)
4. Distinguish between formal and informal communication situations (4 marks)
5. Briefly explain why communication is considered a cyclic process (4 marks)
6. Discuss four possible causes of communication breakdown (8 marks)
7. Explain five barriers to effective listening showing how each can be overcome (10 marks)

**QUESTION TWO (20 MARKS**)

1. Identify and explain five factors one would consider when selecting a medium of communication (10 marks)
2. The library is important in any institution of higher learning. Explain how students benefit from it. (10 marks)

**QUESTION THREE (20 MARKS)**

1. Explain five ways through which a student can make a class presentation interesting (10 marks)
2. With relevant examples distinguish between written and oral forms of communication

(10 marks)

**QUESTION FOUR (20 MARKS)**

1. Discuss any five activities you would apply to carry out an effective study of lecture notes. (10 marks)
2. List five characteristics of poor listeners (5 marks)
3. State and explain five forms of non verbal communication (5 marks)

**QUESTION FIVE (20 MARKS)**

1. Explain three factors one would consider when choosing a group member (6 marks)
2. Computer based communication has gained importance in the world of business today. Discuss. (10 marks)
3. State four types of reading (4 marks)