

**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**

FIRST YEAR SECOND SEMESTER EXAMINATION FOR CERTIFICATE IN BUSINESS ADMINISTRATION, CERTIFICATE IN INFORMATION TECHNOLOGY AND CERTIFICATE IN AGRICULTURE

**UCU 1102: COMMUNICATION SKILLS**

**DATE: AUGUST 2016 TIME: 11/2 HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***two*** *questions*

**QUESTION ONE (30 MARKS)**

1. Define the following terms:
2. Effective communication. (2 Marks)
3. Noise (2 Marks)
4. Encoding (2 Marks)
5. Feedback (2 Marks)
6. An organization cannot operate efficiently in the absence of communication. Briefly state any five (5) objectives of communication in an organization. (10 Marks)
7. State any two forms of communication (2 Marks)
8. There are various important elements involved in communication. With the help of an illustration, explain how these elements work during communication. (10 Marks)

**QUESTION TWO (15 MARKS)**

The County Government of Meru is required to communicate to the residents of the county every so often on various issues. Explain any eight (8) barriers to effective communication and ways to overcome them. (15 Marks)

**QUESTION THREE (15 MARKS)**

1. There are several principles that are to be observed for communication to effective. Expound on any four principles. (12 Marks)
2. Identify three sources of information. (3 Marks)

**QUESTION FOUR (15 MARKS)**

1. Communication has in recent years experienced great technological advancements. Explain any five (5) recent developments in communication giving relevant examples (10 Marks)
2. State five problems that have come with technological advancements. (5 Marks)

**QUESTION FIVE (15 MARKS)**

1. The Director of Imenti Tea Factory is considering using either written communication or oral communication. Advise the director on the merits and demerits of these two forms of communication. (6 Marks)
2. Grapevine is a form of communication. Briefly explain giving relevant illustration. (5 Marks)
3. Briefly explain the following terms as used in communication
4. Upward communication. (2 Marks)
5. Downward communication. (2 Marks)