



MURANGA UNIVERSITY COLLEGE

(A Constituent College of Jomo Kenyatta University of Agriculture and Technology)

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF LIBERAL STUDIES

MAIN CAMPUS

UNIT CODE: HRD 2101: UNIT TITLE: COMMUNICATION SKILLS

DATE: APRIL 2014 UNIVERSITY EXAMINATION TIME: 2HRS

SUPPLEMENTARY/ SPECIAL EXAMS.

BC14;EE14D;IT14D;BM14D;DHM14D;DND14D

Instructions: Answer Question 1 and Any Other Two.

1. a) State six characteristics of a good speech (6mks)
- b) The company you work for as an assistance manager has recently advertised the post of a manager. Write an application letter through your coordinator. (10marks)
- c) Outline three functions of a customer care department in an organization. (3mks)
- d) Give reasons why an organization may use memos (3mks)
- e) Explain parts of a report (8mks)
- 2a) using a well labeled diagram describe communication processs (10mks)
- b) Discuss the advantages and disadvantages of grapevine communication (110mks)
- 3a) Discuss essential principles applied for effective communication t take place (14mks)
- b) State the importance of note taking (6mks)
4. Make short notes on the following
 - i) Attention

ii) Working memory

iii) Short – term memory

iv) Long –term memory

5) Clearly distinguish any five types of interviews (10mks)

b) Discuss five types of libraries that are found in Kenya (10mks)