



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

SCHOOL OF BUSINESS AND ECONOMICS
DEPARTMENT OF LIBERAL STUDIES

UNIT CODE: SBE 111 UNIT TITLE: COMM. SKILLS. .

UNIVERSITY EXAMINATION

Main Exam MAIN CAMPUS

DATE: 19TH APRIL 2016

TIME: 2HRS

Instructions: Answer Question 1 and Any Other Two.

QUESTION ONE

a) Distinguish the following terms as used in communication skills.

- i) Verbal and non-verbal communication.
- ii) Vertical and horizontal communication
- iii) Listening and hearing.
- iv) Skimming and scanning. (12mks)

b) Outline four reasons why you would advise someone to study communication skills. (8 Mks)

c) Using a well labeled diagram, discusses the communication process. (15mks)

QUESTION TWO

. Write short notes on the following.

- a) Short term memory
- b) Long term memory.
- c) Grapevine communication.
- d) Oral communication

QUESTION THREE

SQ3R is a useful reading strategy. Describe how you can use it when revising exams. (20 Mks)

QUESTION FOUR

- a) Identify and clearly distinguish five types of interview (15mks)
- b) Outline five advantages of written communication. (5mks)

QUESTION FIVE

Discuss the categories of non-verbal communication (20 marks)