



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2013/2014**

**FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR BACHELOR  
OF EDUCATION AND BACHELOR EDUCATION WITH  
INFORMATION TECHNOLOGY  
(CITY CAMPUS - DAY/EVENING)**

**AEN 105: COMMUNICATION SKILLS I**

*Date: 26<sup>th</sup> November, 2013*

*Time 5.30 - 7.30pm*

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### **Q1. COMPULSORY**

In about 500 words, write an argumentative essay on any **ONE** of the following topics: (30 marks)

- i). Impact of the expansion of higher education in Kenya.
- ii). Economic self reliance as a tool for survival in the next decade in Kenya.
- iii). Discuss the practice of female genital mutilation (FGM) in light of current realities in our society.

**Q 2.** a) Explain the sub-skills of efficient note-taking and note-making. (10 marks)

b) Suppose you are listening to a lecture on **MARKETING STRATEGIES AS A MEANS OF BUSINESS GROWTH**. How would the speaker's discourse markers enable you to predict the logical progression of the lecture? (10 marks)

**Q3.** a) Elaborate on the SQ3R reading strategies. (10 marks)

b) Identify **FIVE** sources of information in the library and explain how useful they are for academic research. (10 marks)

**Q4.** Speaking for academic purposes requires a systematic approach and organization. Discuss **FIVE** strategies you would employ in order to prepare and deliver an effective academic speech. (20 marks)

**Q5.** a) Illustrate the significance of the **FIVE** major components of the communication process. (10 marks)

b) Discuss any **FIVE** barriers you are likely to encounter when you are reading a textbook, and how you would resolve them. (10 marks)