**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**

**University Examinations 2014/2015**

FIRST YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR DIPLOMA IN BUSINESS ADMINISTRATION AND DIPLOMA IN PURCHASING AND SUPPLIES MANAGEMENT, DIPLOMA IN AGRICULTURE AND DIPLOMA IN INFORMATION TECHNOLOGY

**UCU 2102: COMMUNICATION SKILLS**

 **DATE: OCTOBER 2015 TIME: 11/2 HOURS**

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

**QUESTION ONE (30 MARKS)**

1. Identify and explain any three elements of the communication process. (6 Marks)
2. Briefly discuss how barriers could interfere at different points of the communication process. (8 Marks)
3. Sometimes a student may be required to submit an assignment in form of a report. Explain four qualities of a good academic report. (8 Marks)
4. State three functions of communication in an organization. (3 Marks)
5. Verbal communication is the most common form of communication. Discuss five advantages of this type of communication. (5 Marks)

**QUESTION TWO (15 MARKS)**

1. Briefly explain any three types of reading. (6 Marks)
2. Discuss three principles of communication. (9 Marks)

**QUESTION THREE (15 MARKS)**

1. Listening barriers are any distractions that interfere with listening. Discuss three listening barriers. (6 Marks)
2. Discuss ways of how visual communication can be enhanced. (9 Marks)

**QUESTION FOUR (15 MARKS)**

1. Briefly give reasons why committee meetings fail to achieve their objectives. (6 Marks)
2. Explain why vertical communication is important for effective running of an organization. (9 Marks)

**QUESTION FIVE (15 MARKS)**

1. In making a presentation a presenter must focus on the audience. Explain how the audience may indicate that a presentation is not interesting. (5 Marks)
2. Computers and other related technologies have influenced the way we communicate. Discuss. (10 Marks)