

**MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY**

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**University Examinations 2015/2016**

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

**UCU 1102: COMMUNICATION SKILLS**

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

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

**QUESTION ONE (30 MARKS)**

1. Define the following terms as used in communication:
2. Coding.
3. Feedback.
4. Media.
5. Barrier.
6. Decoding (5 Marks)
7. Briefly explain the 6Cs in effective communication. (12 Marks)
8. State any eight objectives of communication. (8 Marks)
9. Mention the five elements of effective communication. (5 Marks)

**QUESTION TWO (15 MARKS)**

1. With the help of an illustration, describe the process of communication. (5 Marks)
2. State five non-verbal communication signals. (5 Marks)
3. Highlight any five barriers to effective communication. (5 Marks)

**QUESTION THREE (15 MARKS)**

1. Explain five reasons that would hinder an employer from hiring an employee despite having all the required educational qualifications. (5 Marks)
2. Discuss five advantages of using emails as a means of communication in an organization. (10 Marks)

**QUESTION FOUR (15 MARKS)**

1. Communication is unavoidable. Discuss. (8 Marks)
2. You are training an audience on personal finance. Why would you involve graphs in the training? (7 Marks)

**QUESTION FIVE (15 MARKS)**

1. Explain how you would overcome the fear of public speaking. (10 Marks)
2. Explain the five roles of a sender in the communication process. (5 Marks)