MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2015/2016

FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR THE DEGREE OF BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY

MAIN CAMPUS

AEN 105: COMMUNICATION SKILLS

Date: 12th January, 2016   Time: 2.30 - 4.30 pm

INSTRUCTIONS:

- Answer question ONE and any other TWO questions.

INSTRUCTIONS: ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

a) Explain the meaning of the following terminologies: [10 marks]

     i.   Scanning
    ii.   Skimming
   iii. Electronic Mail (E-Mail)
   iv. Hearing
    v.   Encoding
   vi. Sender
  vii. Receiver
 viii. Communication
   ix. Communication channel
    x.   Memo

b) Explain the principles of effective communication. [6 marks]

c) What are the barriers to communication [4 marks]

d) State purpose of Public Speaking [2 marks]

e) Enlist the advantages and disadvantages of verbal communication [6 marks]

f) Explain why is listening the most important of all the skills in communication. [2 marks]

1

QUESTION TWO (20 MARKS)

a) Explain the possible barriers to listening. [5 marks]

b) Distinguish between a formal meeting and an informal meeting. [10 marks]

c) What are the essentials of good business letter? [5 marks]

QUESTION THREE (20 MARKS)

a)
   i.   What is Communication Skills [2marks]

   ii. Describe the process of communication, indicating clearly the role of each constituent element? [8 marks]

b) What are the factors to consider while using visual aids. [10 marks

QUESTION FOUR (20 MARKS)

a) Explain two types of Public Speeches [4 marks]

b) What is Interview [2marks]

c) Explain two types of interviews [4 marks]

c) You have just graduated from Maseno University. Your parents have organized for you a party at home. Write the speech you will deliver that day. [10 marks]

QUESTION FIVE (20 MARKS)

a) Discuss the following categories of non-verbal communications:
   a)   Kinesics [4 marks]
   b)   Proxemics [4 marks]
   c)   Chronemics [4 marks]

b) Explain the Principles of Listening [8 marks]