



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2015/2016**

**FIRST YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF  
BACHELOR OF EDUCATION ARTS WITH INFORMATION  
TECHNOLOGY**

**CITY CAMPUS-EVENING**

**AEN 105: COMMUNICATION SKILLS**

Date: 1<sup>st</sup> December, 2015

Time: 5.30 - 7.30 pm

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**INSTRUCTIONS:**

- Answer question ONE and any other TWO questions.



**AEN 105: COMMUNICATION SKILLS (CITY CAMPUS- EVENING)**

Answer Question **one** and any other **two** questions.

1. Explain how one can prepare and deliver a speech successfully. (30mks)
2. Apart from reading strategy show how other factors can affect absorption and retention of knowledge (20mks)
3. Upto 70% of communication is non-verbal. Discuss. (20mks)
4. Explain the different types of listening. (20mks)
5. Describe the essentials of communication. (20mks)