



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

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

**CITY CAMPUS - REGULAR**

**AEN 105: COMMUNICATION SKILLS I**

Date: 23<sup>rd</sup> April, 2016

Time: 11.00 - 1.00pm

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INSTRUCTIONS:

- **Answer Question ONE and any other TWO**



1. Explain how each of the following elements in the process of communication may contribute in communication failure.
  - i. Encoding
  - ii. Channel
  - iii. Receiver
  - iv. Decoding
  - v. Feedback (30mks)
2. Show how any two reading strategies can successfully help one in preparation for exams. (20mks)
3. What are functions of a library. (20mks)
4. Explain why verbal communication is superior to written communications. (20mks)
5. Describe how one should prepare to deliver a speech successfully. (20mks)