



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

**FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR THE  
DEGREE OF BACHELOR OF ARTS IN LANGUAGE &  
COMMUNICATION WITH INFORMATION TECHNOLOGY**

**MAIN CAMPUS**

**AEN 106: COMMUNICATION SKILLS**

Date: 26<sup>th</sup> April, 2016

Time: 11.00 - 1.00 pm

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**INSTRUCTIONS:**

- Answer question ONE and any other TWO questions.



**MAIN CAMPUS**

**AEN 106 COMMUNICATION SKILLS**

**Answer question and any two other questions**

**Q1. a)** Discuss the following concepts noting their significance in paragraph writing.

i) Thesis statement (5 marks)

ii) Coherence (5 marks)

iii) Topic sentence (5 marks)

iv) Transitional devices (5 marks)

**b)** Describe three ways of making the introduction of an essay interesting. (10 marks)

**Q2.** With reference to media (advertisements in newspapers, radios) or political statements identify and explain five fallacies in argumentation. (20 Marks)

**Q3.** Describe the activities a writer goes through at the five main stages of the writing process. (20 marks)

**Q4.** Explain how the following approaches to reading are applied to practical reading tasks:

i) SQ3R (10 marks)

ii) Scanning (5 marks)

iii) Skimming (5 marks)

**Q5.** Discuss four factors that determine reading readiness (20 marks)