



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2015/2016

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

HOMABAY CAMPUS

AEN 105: COMMUNICATION SKILLS

Date: 23rd April, 2016

Time: 11.00 - 1.00pm

INSTRUCTIONS:

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



1. Explain why good communication skills are important for a student of business studies. (30 mks)
2. Show the failure that can arise at each stage of communication process. (20 mks)
3. Describe how each of the following can aid speech delivery: (20 mks)
 - (I) Movement.
 - (II) Eye contact
 - (III) Facial expressions
 - (IV) Posture
 - (V) Gestures
4. Explain any five ingredients of an effective message. (20 mks)
5. Describe the contents of a modern library. (20 mks)