



MACHAKOS UNIVERSITY

University Examinations for 2018/2019 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF LINGUISTICS AND LANGUAGES

FIRST YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF SCIENCE (AGRICULTURAL EDUCATION AND EXTENSION)

BACHELOR OF SCIENCE (HOSPITALITY AND TOURISM MANAGEMENT)

BACHELOR OF SCIENCE (MATHEMATICS AND COMPUTER SCIENCE)

BACHELOR OF SCIENCE (COMMUNITY RESOURCE MANAGEMENT)

BACHELOR OF SCIENCE (APPLIED PHYSICS AND TECHNOLOGY)

BACHELOR OF EDUCATION (EARLY CHILDHOOD EDUCATION)

BACHELOR OF ENVIRONMENTAL (RESOURCE MANAGEMENT)

BACHELOR OF SCIENCE (FASHION DESIGN AND MARKETING)

BACHELOR OF ENVIRONMENTAL (COMMUNITY RESOURCE)

BACHELOR OF SCIENCE (STATISTICS AND PROGRAMMING)

BACHELOR OF SCIENCE (AGRIBUSINESS MANAGEMENT)

BACHELOR OF SCIENCE (INFORMATION TECHNOLOGY)

BACHELOR OF EDUCATION (SPECIAL NEEDS)

BACHELOR OF ECONOMICS AND STATISTICS

BACHELOR OF SCIENCE (PUBLIC HEALTH)

BACHELOR OF SCIENCE (MATHEMATICS)

BACHELOR OF ECONOMICS AND FINANCE

BACHELOR OF EDUCATION (SCIENCE)

BACHELOR OF SCIENCE (BIOLOGY)

BACHELOR OF EDUCATION ARTS

BACHELOR OF ECONOMICS

BACHELOR OF COMMERCE

BACHELOR OF ARTS

UCU 100: COMMUNICATION SKILLS

DATE: 23/9/2019

TIME: 8.30-10.30 AM

INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

QUESTION ONE

- a) In relation to communication models, you wish to write an important message you want to communicate to someone within the next few days.
- i. How will you encode the message? (1 mark)
 - ii. What channel(s) will you use to deliver the message? (1 mark)
 - iii. What feedback might you get? (1 mark)
 - iv. What barriers could interfere at different points in the process? (2 marks)
- b) As a leader in your class, you have been asked to come up with study groups to enhance group discussions among students. Discuss the considerations you will make when choosing:
- i. The participants in the study groups
 - ii. The roles of each participant
 - iii. Study schedule
 - iv. Place of study (12 marks)
- c) Explain the key features of academic writing (10 marks)
- d) Give **three** reasons why you would not normally give a group of children the same presentations as the one you would deliver to an adult audience. (3 marks)

QUESTION TWO

Library Skills

The bibliographic details of the references below are not in the correct order. Using the APA referencing style, rewrite them in the correct order.

- a) i) 1981, New York, Schwart.S and Johnson,J.H,Pergamon Press,
Psychopathology of Childhood: A Clinical experimental Approach. (4 marks)
- ii) Autism: New Directions in Research and Education. 1980, New York,
Webster, C.D., Konstantareas, N.M., Oxman,J,and Mark,J.E.,Pergamon. (4 marks)
- iii) London, 1982, Cohen, I., and Holliday, M.Harper and Row, Statistics for social
scientist: An Introductory Text with Computer programs in BASIC. (4 marks)
- b) What type of a title has been used in reference (i) (2 marks)
- c) Name the type of authorship in reference (ii). (1 mark)
- d) Identify and name any **three (3)** bibliographic details in the reference below.

Coulson, A.A.” The attitudes of Primary school heads and deputy heads to deputy leadership: *British Journal of Educational Psychology*.46 (1976)244-52. (3 marks)

- e) State the type of catalogue you would use to find the reference on the topic. “The effect and solutions of drug abuse among the youth in Kenya”.

Give reasons for your answer. (4 marks)

QUESTION THREE READING SKILLS

- a) Demonstrate the relevance and application of the SQ3R reading technique to a university student (7 marks)
- b) Discuss any **three** types of reading and state when each type can be used. (9 marks)
- c) Explain **four** poor reading habits and suggest possible solutions (4 marks)

QUESTION FOUR: LISTENING SKILLS

- a) Discuss FOUR barriers to effective listening and outline possible ways of overcoming them (8 marks)
- b) State **five** reasons why university students need to study communication skills as a course (6 marks)
- c) Differentiate between the following types of listening;
- i. biased and pretentious listening
 - ii. empathetic and sympathetic listening
 - iii. content and critical listening (6 marks)

QUESTION FIVE

Social media is an effective way of communication to any scholar. Justify this assertion (20 marks)