



MACHAKOS UNIVERSITY

University Examinations for 2016/2017 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

FIRST YEAR FIRST SEMESTER EXAMINATION FOR CERTIFICATE IN
PROCUREMENT AND SUPPLY CHAIN MANAGEMENT

UCU 002: COMMUNICATION SKILLS

DATE: 29/5/2017

TIME: 2:00 – 4:00 PM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

QUESTION ONE (COMPULSORY) (30 MARKS)

- A Define the following terms as used in Communication Skills:
- i) Communication
 - ii) Non Verbal communication
 - iii) Reading
 - iv) Interview (8 marks)
- B Explain briefly, anyfour elements of communication. (8 marks)
- C Highlight any five effective communication skills. (5 marks)
- D Outline any five basic techniques that a learner can use to listen effectively.(10 marks)

QUESTION TWO (20 MARKS)

- A It is said that the student who is engaged in reading is motivated, strategic, knowledgeable and socially interactive. Discuss fully how a student can use the SQ4R method of reading effectively. (10 marks)
- B Highlight any five of the 7 Cs of communication. (10 marks)

QUESTION THREE (20 MARKS)

- A Discuss the Principles of Communication. (10 marks)
- B Explain the steps followed when writing a formal report in memo form. (10 marks)

QUESTION FOUR (20 MARKS)

- A Non verbal communication employs gestures and body language. Highlight any five elements that account for the 55% of a message with relevant examples. (10 marks)
- B Explain briefly: i) Intrapersonal communication
ii) Mass communication
iii) Interpersonal communication (10 marks)

QUESTION FIVE (20 MARKS)

You have seen an advertisement in the County Monitor inviting applicants for the position of a Junior Procurement Officer. Write a letter of application and include a separate Curriculum Vitae. (20 marks)