



MACHAKOS UNIVERSITY

University Examinations 2016/2017

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF LINGUISTICS AND LANGUAGES

SECOND YEAR SECOND SEMESTER EXAMINATION FOR DEGREE IN
BACHELOR OF COMMERCE

UCU 100: COMMUNICATION SKILLS

DATE: 29/5/2017

TIME: 2:00 – 4:00 PM

INSTRUCTIONS:

Answer Question One and Any Other Two

1. a) You are invited to talk to the first year students on why they should possess effective communication skills as university students. Write a speech you intend to give not exceeding 300 words (15 marks)
- b) Define communication (2 marks)
- c) Communication is dynamic and cyclic in nature. Justify this assertion. (6 marks)
- d) Describe all the elements of the communication process (7 marks)
- 2 a) “In communication, Interactions are either symmetrical or complimentary” Discuss this in relation to communication in the classroom (10 marks)
- b) Discuss FIVE key features of academic writing (10 marks)
- 3 a) “Scholars in reading agree that the SQ3R study formula is effective in helping university students get what they need from written texts” Discuss the validity of this statement. (8 marks)
- b) Discuss any FOUR types of reading (12 marks)
- 4 a) Discuss the key functions of a library to a university student (6 marks)
- b) Draw a flow chart that can act as a guide in the development of a research paper (10 marks)
- c) Explain the importance of feedback in listening and reading skills (4 marks)
- 5 a) Discuss FIVE barriers to effective listening when attending a lecture and outline possible ways of overcoming them (10 marks)
- b) Explain FIVE levels of listening (10 marks)