



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF LANGUAGES AND LINGUISTICS

SECOND YEAR SECOND SEMESTER EXAMINATION FOR

DIPLOMA IN ACCOUNTANCY

DIPLOMA IN PROCUREMENT

UCU 002 COMMUNICATION SKILLS

DATE: 3/5/2019

TIME: 2:00 – 4:00 PM

INSTRUCTIONS:

Answer Question One and Any Other Two Questions

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) In every encounter of communication, there are certain common elements that help define the communication process. Briefly explain any four elements of communication. (10 marks)
- b) Citing relevant examples, discuss the barriers to effective communication. (8 marks)
- c) Why is communication skills important to a 21st Century student. (6 marks)
- d) Osgood describes communication as a dynamic process. With the aid of a well labelled diagram, explain how his notion can be applied in classroom learning situation. (6 marks)

QUESTION ONE (20 MARKS)

- a) Differentiate between listening and hearing. (4 marks)
- b) Listening may be hampered by various factors. With relevant examples, discuss any 3 barriers to effective listening and suggest the possible solution to each. (9 marks)
- c) Note making skills is essential to a university student. However, during note making process it is impossible to record every word said by the speaker. As a student what are some of the economical methods of putting the information you require down? (7 marks)

QUESTION THREE (20 MARKS)

- a) There are several styles/techniques of reading. Discuss any 3 techniques of reading clearly demonstrating how/when each would be applicable during your study time (6 marks)
- b) What factors would you consider when selecting members to include in a discussion group? (3 marks)
- c) Discuss the role of a library in a university (4 marks)
- d) Explain the relevance of the SQ3R reading formula to a university student (7 marks)

QUESTION FOUR (20 MARKS)

- a) Describe the key features of an academic writing (6 marks)
- b) Briefly explain your understanding of the following concepts (4 marks)
 - i) In-text citation
 - ii) Foot-note
- c) Using the APA referencing style, re-write the reference list below correctly. (6 marks)
 - i) Washington, DC. American Educational Research Association. Standards for educational and psychological testing: (1985).
 - ii) Towards understanding relations, Hinde, R.A., London: Academic press (1979)
 - ii) (1961). The Sociological imagination. Mills, C.W., New York: Grove Press
- d) With reasons explain the type of catalogue you would prefer to use to locate a book in the library. (4 marks)

QUESTION FIVE (20 MARKS)

Technological advancement witnessed worldwide has impacted on various scholarly field. Discuss the importance of technology advancement to scholars in your relevant area of study.