



# 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

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**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 21<sup>st</sup> 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.