



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF LINGUISTICS AND LANGUAGES

APRIL SESSSION EXAMINATION FOR

BACHELOR OF EDUCATION

UCU100: COMMUNICATION SKILLS

DATE: SCHOOL BASED

TIME:

INSTRUCTIONS: Answer Question One and Any Other Two.

1.
 - a) State the five elements of communication. (5 marks)
 - b) With the help of illustrations, explain the levels of communication. (5 marks)
 - c)
 - i) Explain how audience demographics need to be considered before planning a speech. (10 marks)
 - ii) Communication is a continuous process. Explain your understanding of this statement (10 marks)
2.
 - a) Highlight the following:
 - i) the importance of body language in communication. (4 marks)
 - ii) Barriers to good listening (4 marks)
 - iii) Three barriers of communication. (6 marks)
 - iii) Four types of listening specifying when each type is used. (6 marks)
3.
 - a) Explain THREE types of reading specifying when each type can be used. (10 marks)
 - b) Explain FOUR types of libraries (10 marks)

4. a) Explain FIVE factors you would consider when forming a study group. (10 marks)
- b) As a leader of the study group, describe how you would ensure the members of the discussion group benefit from the meetings (10 marks)
5. With specific illustrations, discuss the following models of communication giving their relevance to you as a university student:
- i) Wilbur Schramm's model
- ii) Osgood's model.
- iii) Harold Laswell's model (20 marks)