



**MACHAKOS UNIVERSITY**

**CRAFT CERTIFICATE IN COMMUNICATION TECHNOLOGY, HUMAN  
RESOURCE, PROCUREMENT AND HOSPITALITY AND BUSINESS  
MANAGEMENT  
JAN-APRIL 2019 EXAMS**

**INSTRUCTIONS**

Answer Question 1 and any other two questions

**QUESTION 1 (Compulsory)**

- a) Explain FIVE ways in which studying communication skills has been beneficial to you as a student (10mks)
- b) Write a paragraph of not more than one hundred words, explaining the 'impact of technology on writing' (10 marks)

**Answer only two Questions**

**QUESTION 2**

- a) List FOUR points on importance of minutes in an organization (4 mks)
- b) You were recently elected as the secretary of the Journalism club in your institution. A first meeting is due for the new office bearers. Write the
  - i) Notice of the meeting (2marks)
  - ii) Agenda for the meeting (4 marks)
  - iii) Minutes for the meeting (10mks )

**QUESTION 3**

- (a) Describe the STAGES in communication process (6 marks)
- (b) Define the term "courtesy in writing" (2mks)
- (c) Differentiate the following terms as used in communication skills: (12 marks)
  - i) A report and an essay
  - ii) Structured interview and unstructured interview

iii) Verbal communication and Visual literacy

#### QUESTION 4

- a) The body of a report is very important in report writing. Identify five ways in which you would organize your content in this part to make your report meaningful (10mks)
- b) Explain five ways in which one can demonstrate courtesy when writing a business letter (10 mks)

#### QUESTION 5

- a) Explain four types of essays in communication skills (8mks)
- b) Explain six ways in which one can ensure effective listening in any form of communication (12mks)