



MACHAKOS UNIVERSITY

University Examinations for 2022/2023 Academic Year

**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF LINGUISTICS & LANGUAGES
FIRST YEAR SEMESTER ONE EXAMINATION FOR
BACHELOR OF SCIENCE (ELECTRICAL & ELECTRONIC ENGINEERING
BACHELOR OF SCIENCE (AGRIBUSINESS MANAGEMENT & TRADE
BACHELOR OF SCIENCE (FASHION DESIGN & MARKETING)
BACHELOR OF SCIENCE (MATHS & COMPUTER SCIENCES)
BACHELOR OF SCIENCE (INFORMATION TECHNOLOGY)
BACHELOR OF SCIENCE (MECHANICAL ENGINEERING)
BACHELOR OF SCIENCE (STATISTICS & PROGRAMING)
BACHELOR OF SCIENCE (TELECOMMUNICATIONS)
BACHELOR OF SCIENCE (COMPUTER SCIENCES)
BACHELOR OF SCIENCE (CIVIL ENGINEERING)
BACHELOR OF SCIENCE (CLOUD COMPUTING)
BACHELOR OF ECONOMICS AND STATISTICS
BACHELOR OF SCIENCE (MATHEMATICS)
BACHELOR OF ECONOMICS & FINANCE
BACHELOR OF COMMERCE
BACHELOR OF ARTS
UCU 100: COMMUNICATION SKILLS**

DATE:13/12/2022

TIME:8.30 – 10.30A.M

INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.

QUESTION ONE:(COMPULSORY) (30MARKS)

- a) In every encounter of communication, there are certain common elements that help define the communication process. Discuss. (10 marks)
- b) Describe FOUR barriers to effective communication. Give specific illustrations. (8 marks)
- c) Explain the relevance of communication skills to a 21st Century scholar (6 marks)
- d) Osgood describes communication as a dynamic process. with the aid of a well labeled diagram, explain how this notion can be applied in an academic situation. (6 marks)

QUESTION TWO: (20MARKS)

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

QUESTION THREE: (20MARKS)

- a) There are several styles/techniques of reading. Discuss THREE 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 Study 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: (20MARKS)

- a) Describe the key features of an academic writing (6 marks)
- b) Briefly explain your understanding of the following concepts (4 marks)
 - i. Citation
 - ii. Foot-note
 - iii. Bibliography
 - iv. Catalogue
- c) Discuss the oral presentation skills you must employ to ensure that: (6 marks)
 - i. your audience does not get bored/lost during the presentation
 - ii. you remain relevant and effective during your presentation
- d) Attitude and Mood impact differently in various communication encounters. Justify this assertion. (4 marks)

QUESTION FIVE: (20MARKS)

- a) Technological advancement witnessed worldwide has impacted on various scholarly fields. Discuss the importance technological advancement to scholars in your relevant area of study (6 marks)
- b) Explain the following essential communication skills: (14 marks)
 - i. Persuasion
 - ii. Professional language
 - iii. Positive body language
 - iv. Transparency and honesty
 - v. Accurate information giving
 - vi. Personalization
 - vii. Empathy and Mirroring.