



MACHAKOS UNIVERSITY

University Examinations for 2022/2023 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF LINGUISTICS AND LANGUAGES

FIRST YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (AGRICULTURAL EDUCATION AND EXTENSION)

BACHELOR OF SCIENCE (HOSPITALITY AND TOURISM MANAGEMENT)

BACHELOR OF SCIENCE (COMMUNITY RESOURCE MANAGEMENT)

BACHELOR OF EDUCATION ARTS (GEOGRAPHY/ HISTORY/ CRE)

BACHELOR OF EDUCATION (EARLY CHILDHOOD EDUCATION)

BACHELOR OF EDUCATION ARTS (BUSINESS/MATHEMATICS)

BACHELOR OF SCIENCE (FOOD NUTRITION AND DIETETICS)

BACHELOR OF EDUCATION ARTS (ENGLISH LITERATURE)

BACHELOR OF EDUCATION (SPECIAL NEEDS)

BACHELOR OF EDUCATION (SCIENCE)

UCU 100: COMMUNICATION

DATE: 11/4/2023

TIME: 2:00 – 4:00 PM

INSTRUCTIONS:

Answer question ONE (COMPULSORY) and any other TWO of your choice

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Planning a study schedule is important for a student to succeed in their academic pursuit at the university. Identify and briefly discuss any **three** key components that you will take into account as you plan your study schedule (6 marks)
- b) Your friend is skeptical about joining a study group and you are trying to persuade him/her to join your group. List any four (4) reasons that you will advance to try and persuade him/her to join your study group (4 marks)
- c) Give five reasons why you would not normally give a group of children the same presentations as the one you would deliver to an adult audience. (5 marks)

- d) Write an important message you want to communicate to someone within the next few days.
- i) How will you encode the message? (1 mark)
 - ii) What channel(s) will you use to deliver the message? (1 mark)
 - iii) What feedback you might get? (2 marks)
 - iv) What barriers could interfere at different points in the process? (1 mark)
- e) Discuss five features of academic writing. (10 marks)

QUESTION TWO (20 MARKS)

The bibliographic details of the references below are not in the correct order. Using the **APA** referencing style, rewrite them in the correct order(20marks).

- a) i) 1981, New York, Schwartz, S. and Johnson, J.H., Pergamon Press,
Psychopathology of Childhood: A Clinical experimental Approach. (4 marks)
- ii) Autism: New Directions in Research and Education. 1980, New York,
Webster, C.D., Konstantareas, N.M., Oxman, J., and Mark, J.E., Pergamon.
(4 marks)
- iii) London, 1982, Cohen, I., and Holliday, M. Harper and Row, Statistics for social
scientist: An Introductory Text with Computer programs in BASIC. (4 marks)
- b) What type of a title has been used in reference (i)? (2 marks)
- c) Name the type of authorship in reference (ii). (1 mark)
- d) Identify and name any four (4) bibliographic details in the reference below.
Coulson, A.A.” The attitudes of Primary school heads and deputy heads to deputy
leadership: British Journal of Educational Psychology.46 (1976)244-52. (1 mark)
- e) Outline four types of catalogues you would use to find the references on a given topic.
(4 marks)

QUESTION THREE (20 MARKS)

Read the following passage and answer question **a** to **h**.

The first major communication mode is the written word. In writing, the primary rule is to keep everything short and simple; the words, the sentences, and the ideas. It is never right to try to impress, it either appears patronizing or else just silly. Too many aspiring managers seem to feel a need to pepper their prose with little –understand words. (‘Surely it looks better’, that is impresses, ‘if I write “serendipitously” rather than “by chance”?’ to quote a particularly bad, but real life example) if everyone wrote the way they spoke, management reports would be brighter and probably clearer, even though they would sometimes be less polite or less grammatical. Simple punctuation aids understanding, incorrect punctuation usually makes bad writing worse.

Given clearer and simple writing, the manager will be able to read faster and more profitably. We all have to read. If we can learn to read better, our lives become easier and our decisions potentially wise, because our information will be more complete. Better reading comes with concentration and practices.

One of the fundamental aids to effective reading is the making of notes. These can either be in form of question arising from the writer’s words (which we hope to have answers as we read on) or just a picking out of the main points of an argument. Notes can, with advantage, be made on the page itself. There is no need to keep books or reports in pristine condition. There of greater use when annotated. So, no one should hesitate before writing on their own copies of any book or report.

Interviews and committees’ meetings necessitate the use of most of the skills communication. Before meeting or an interview, the wise man reads all the necessary background papers and other materials. His objects are to better equipped, mentally, for the encounter than the other participant(s). Adequately prepared, he can then attend the meeting or interview, the good manager again makes notes; he does not rely on others’ notes or on the eventual arrival of the formal minutes. After the meeting or the interviews, it is always worth writing up scribbled personal notes into legible and permanent record.

The other main communication mode is the spoken word. Most of us find little difficulty in talking to each other .it is only when talking becomes ‘speaking’ that it becomes difficult. But speaking in public is unnecessarily feared. As long as we recognize the large amount of preparation needed and have something to say, these fears can be allayed.

Anyone can learn to speak at least adequately in public. To be brilliant speaker is a bigger problem: it may well entail a particular flair. The best way of getting a message across in speech is to be natural; not to read a script, but to speak just from notes. ‘Thinking on the feet’ is the recommended approach, but to speak without any notes at all is folly. A speaker must watch his audience –a thing no writer can do and adjust the presentation of his message to the visible reactions of the audience.

We have already remarked that it takes two to communicate. Just as a writer needs a reader, so, too does a speaker require a listener. We can all improve on our listening skills and listening skills and the most important part of the listening is to concentrate. Because the brain can work significantly faster than a person can speak, listening is conducive to mind wandering. A wonderful brain soon falls asleep. The recommended anti-sleep precaution is to summarize speaker's argument as he progresses, noting it down for future reference and formulating questions that you hope that the speaker will eventually answer. As memory is often short lived, and /or unreliable, a brief written note of any important message will pay dividends.

But written and spoken words, although the main modes of management communication are not only ones. We all know how a newspaper picture can often speak louder and clearer than any commentary. So too can something difficult for a manager to express in words often easily be made clear with a simple diagram. To a numerate manager's accountant, engineer or scientist-accountant, engineer or scientist –numbers often express concepts more clearly than words. However, the numerate man is usually less good than he should be at explaining the meaning of these numbers. There are some simple ways of using and explaining numbers, which can be readily, be learnt.

Visual communication for management does not have to be very artistic – the ability to rule straight line will take you a long way. Most management illustrations are simple diagrams, but visual communication is not confined to pictures and graphs. People they transmit visual messages the whole time, often and wittingly: our eyes widen, we lean forward-both signals denoting an increased interest. A good manager notices such signals and takes advantage of them. Other signals –to display confidence or well-being can be deliberately adopted to create a desired impression.

- a) Identify two words that indicate the most important mode of communication discussed in this passage. (2 marks)
- b) Explain two ways of making notes as an aid for effective reading. (4 marks)
- c) What does the author mean by 'to pepper their prose?' (2 marks)
- d) State three skills one would employ to enhance effective listening? (3 marks)
- e) What is the difference between 'talking' and 'speaking' according to the text? (2 marks)
- f) Explain why a speaker cannot watch their audience like a writer. (2 marks)
- g) State why a writer cannot watch their audience like a speaker. (2 marks)
- h) Which two kinds of visual communication does the author attribute to people (3 marks)

QUESTION FOUR (20 MARKS)

- a) Using specific illustrations, explain the concept of models of communication and their relevance to you as a scholar. (10 marks)
- b) Discuss at least TWO models of communication citing the key areas of focus for each proponent in relation to effective communication. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Discuss THREE effective Oral communication skills you would recommend as a scholar. Give reasons. (10 marks)
- b) Explain FOUR interview skills and how they would be of use to an interviewee and the interviewer. (10 marks)