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UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

FIRST YEAR, FIRST SEMESTER

SPECIAL/SUPPLEMENTARY EXAMINATION

FOR ALL UNDERGRADUATE STUDENTS

COURSE CODE: KUC 111

COURSE TITLE: COMMUNICATION SKILLS

DATE: 8TH AUGUST, 2023

TIME: 8.00 - 10.00AM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions

TIME: 2 Hours

This Paper Consists of 3 Printed Pages. Please Turn Over. ►

QUESTION ONE –COMPULSORY -30 MARKS

- (a) Communication always has a discernable purpose. List any 6 general purposes of communication. (3 marks)
- (b) Explain the notion that communication is a two-way process (4 marks)
- (c) Note-making is an important skill for a student in an institution of higher learning. Explain one note making technique you can use to do this effectively (5 marks)
- (d) Identify FIVE areas of consideration as you prepare to study effectively (5 marks)
- (e) At this university, you are expected to engage in group discussions, doing group tasks and doing group assignments. Identify 3 advantages and 3 disadvantages of doing this (6 marks)
- (f) Write the following bibliographic information as they would appear at the end of an academic essay (6 marks):
- (i) A 4th edition book by Daniel Silverman published in 2013 by Sage publishers in London and entitled Doing Qualitative Research.
- (ii) A journal article by Stella Borg entitled The Apprenticeship of Observation, published in the Journal of English as Foreign language in volume 58, issue 3, pages 274-276.
- (iii) A book entitled Research Methods in Education, published in New York by Pearson publishers in 2001 and edited by Henry Wolcott and George Walford.

QUESTION TWO – WRITING SKILL (20 MARKS)

You have been asked to write an essay on the following topic: **Discuss the effects of the Corona Virus Pandemic on the Tourism Sector in Kenya.**

- (a) Identify the directive verb, functional words and content words used in the title (2 mks)
- (b) Write down 4 points you would use to develop your essay (4mks)
- (c) Write the Introductory paragraph for this essay (5mks)
- (d) List 4 relevant types of evidence you could use (4mks)
- (e) Editing enhances the clarity of a piece of writing. Identify 5 aspects that you should focus on during editing. (5mks)

QUESTION THREE - SPEAKING SKILLS (20 MARKS)

You have been requested by your Classmates to present their issues to the university Management Board.

- (a) Discuss the preparation you will make to ensure you deliver an effective speech (4 marks)
- (b) Explain two advantages and two challenges of delivering your speech using the Manuscript mode (4 marks)

- (c) Explain the following characteristics of an effective speech: Completeness, Correctness, Consideration and Courtesy (4 marks)
- (d) Explain any FOUR reasons why you should minimize or eliminate stage fright (4 marks)
- (e) A visual aid is important in any speech occasion, give FOUR characteristics of an effective aid (4 marks)

QUESTION FOUR – READING SKILLS (20 MARKS)

- (a) Identify FOUR purposes of reading for a student in an institution of higher learning (4 marks)
- (b) Explain the following reading styles: Extensive reading and Intensive reading (4 marks)
- (c) Describe backtracking during reading and suggest how to overcome it (3 marks)
- (d) Explain the criteria you would use to select a book for reading (5 marks)
- (e) Explain the SQ4R reading technique (4 marks)