MERU UNIVERSITY COLLEGE OF SCIENCE & TECHNOLOGY

University Examinations 2010/2011

FIRST YEAR, FIRST SEMESTER EXAMINATIONS FOR THE DEGREE OF BACHELOR OF COMMERCE/ BACHELOR OF BUSINESS INFORMATION TECHNOLOGY/BACHELOR OF PURCHASING AND SUPPLIES MANAGEMENT/BACHELOR OF SCIENCE IN COMPUTER SCIENCE

HRD 2101: COMMUNICATION SKILLS

DATE: APRIL 2011   **TIME: 2 HOURS**

INSTRUCTIONS: *Answer Questions **One** and any other **Two** Questions*

QUESTION ONE - (30 MARKS)

(a) State four ways in which effective listening can be enhanced in the lecture rooms.

(4 Marks)

(b) Explain the difference between visual communication and non-verbal communication.

(2 Marks)

(c) Discuss any four important email etiquette.   (8 Marks)

(d) Using suitable illustration discuss the possible causes of communication breakdown.

(8 Marks)

(e) What are the stages to consider when delivering a good speech?   (8 Marks)

QUESTION TWO – (20 MARKS)

(a) Define upward communication indicating its advantages in an organization.

(10 Marks)

(b) Draw a well labeled and illustrated model of interpersonal awareness as developed by Joseph Luft and Harrington Ingham.   (10 Marks)

QUESTION THREE – (20 MARKS)

(a) "Communication is an important aspect in an organization". Discuss   (12 Marks)

(b) Write short notes on the following:
    (i) Empathy   (2 Marks)

(ii) Consensus   (2 Marks)

(iii)Horizontal communication   (2 Marks)

(iv)Bibliography   (2 Marks)

QUESTION FOUR – (20 MARKS)

(a) What factors would you consider when delivering a good public speech?   (8 Marks)

(b) Discuss the preparations you would make before and during a selection interview.

(12 Marks)

QUESTION FIVE – (20 MARKS)

(a) Giving an example in each case on where it would be applicable, describe the following types of reading.
   (i) Scanning
   (ii) Skimming
   (iii)Study reading
   (iv)Word-by-word reading   (8 Marks)

(b) You intend to carry out a marketing research for your organization. Discuss with examples the various sources of information you would use to attain the needed information to compile a marketing research report.   (12 Marks)